



The Brenda Strafford Society for the Prevention of Domestic Violence
Strategic Plan 2015-2018
Approved by the Board June 17, 2015

VISION, MISSION, VALUES

Mission

To create a safe environment for women and children impacted by domestic violence and to provide support services that prepare families to safely return to the community and be able to heal so they can independently support their families in a violence free setting.

Vision

We will create an opportunity for women and children to live free from domestic violence.

Values:

1. **Respect:** We value respectful relationships
2. **Equality:** We value equal and balanced relationships
3. **Safety:** Everyone has the right to live safely and without fear of violence
4. **Responsibility:** We value taking responsibility to heal from the effects of violence
5. **Self Reliance:** We believe each person has the right to make their own decisions and live independently free of violence
6. **Trustworthiness:** Our staff are committed to developing a trusting relationship with our clients
7. **Staff:** We value the contributions of staff and support their professional development.

GOALS AND OBJECTIVES

The Board identified the following goals and objectives, which are grouped below.

- A goal is a broad primary outcome (big picture and an ideal state to be achieved)
- An objective is a measurable step you take to achieve a goal.

Goals

#1. Service Quality **Overarching Goal: Measurable Impact on Client success**

1. To develop and implement an evaluation framework
2. Select best/promising practice evaluation measures and tools
3. Introduce a trauma informed lens into the organization
4. Ensure the staff level of service reflects DV best practices
5. Ensure client service programs meet funder requirements
6. Ensure occupancy levels serve the maximum number of clients in both programs



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#2. Community Development and leadership Overarching Goal: Strong Organizational support from the Community

1. Identify policy improvements that help our women e.g. Priority on Housing Waitlists at program discharge
2. Public relationships and marketing enhancements
3. Identify a partnership model to create collaborative opportunities e.g. Calgary Housing Company

#3. Financial Sustainability Overarching Goal: Organizational Financial Stability

1. Build and implement a diversified and sustainable funding model
2. Separate the operating budget for the Centre from the Foundation budget

#4. Organizational Excellence..... Overarching Goal: Strong Organization and Staff Capability

1. Improve Governance Model
2. Attract and retain qualified staff
3. Build a reputation as a workplace that values its staff and provides excellent services
4. Staff training is seen as a priority