



**SHORE CENTRE**

SEXUAL HEALTH • OPTIONS • RESOURCES • EDUCATION

# Strategic Plan

2020 - 2023

## VISION:

SHORE Centre imagines a community that values sexual health and reproductive freedom as essential for people to live their best lives.

## MISSION:

SHORE Centre offers exceptional and inclusive sexual and reproductive health services in our community that uphold the dignity of everyone.

## VALUES:



**Accessible:** We strive to make our programs and services welcoming to all and barrier-free.



**Inclusive:** We celebrate diversity and respect the unique lived experiences of every person in our community. We are sex positive and value sexual and gender diversity.



**Accurate:** Our programs and services are modeled on scientific evidence and best-practices as well as the lived experience of the people we work with.



**Courageous:** We fearlessly advocate for the human right of bodily autonomy and boldly defend choice as we adapt to policy and system changes.



# Goal 1

## Improve organization capacity & operational systems



- Build infrastructure to boost programs



- Find creative and stable revenue streams to increase sustainability



- Continue to be a good place to work by providing ethical employment and ample opportunity for staff growth and development

## Goal 2

# Expand geographical reach



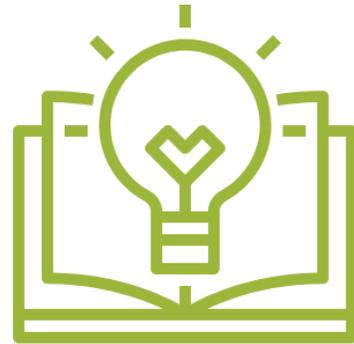
- Find communities in Northern and/or Southwestern Ontario in need of sexual and reproductive health services
- Connect with feminist organizations and funders in the 3 identified communities
- Establish partnerships/Memoranda of Understanding/service agreements
- Provide services in satellite locations
- Evaluate expansion project

# Goal 3

## Promote choice



- Meet the demand for comprehensive clinical sexual health services in our community



- Build community capacity in sexual health education



- Use technology in new ways to educate and serve clients



- Create, broaden and sustain population-specific programming

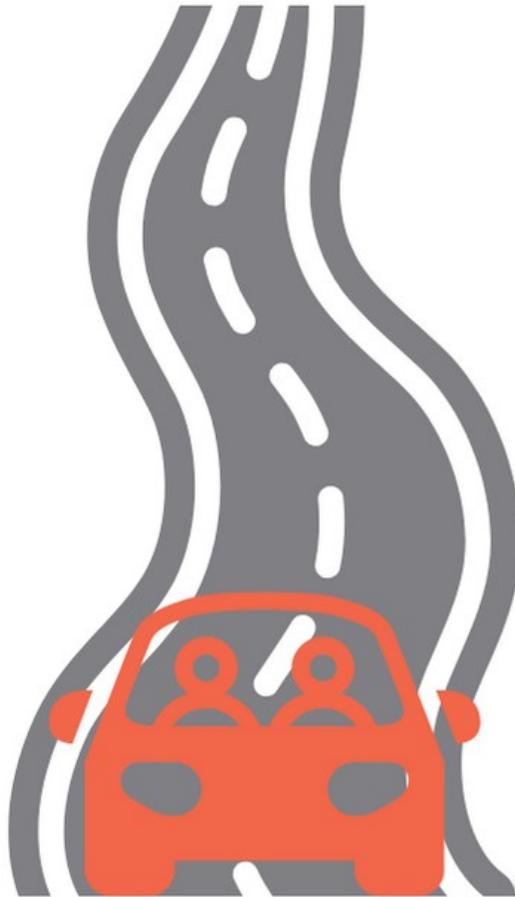


# Goal 4

## Promote choice



- Be a vocal ally within the reproductive justice movement



- Advocate for increased access to care and the needs of our clients



- Reduce stigma around sexual and reproductive health