

SHORE CENTRE'S STRATEGIC PLAN

2016 - 2021

VISION

A COMMUNITY
THAT HONOURS
SEXUALITY,
DIVERSITY AND
CHOICE.

- This strategic plan identifies five areas of focus to be paired with our **vision**, **mission** and **values** that will drive our work over the next few years.

MISSION

TO PROMOTE
CHOICE THROUGH
ACCURATE SEXUAL
HEALTH EDUCATION
AND CONFIDENTIAL
PREGNANCY
OPTIONS SUPPORT.

- By prioritizing these areas we can increase our **positive** impact in the community and take advantage of untapped **opportunities** and **resources**.

VALUES

PRO-CHOICE
SEX POSITIVE
INCLUSIVE
ACCESSIBLE

- Take some time to consider how your work fits into these **focus areas**. As you take on new tasks and projects, think about how you can incorporate these objectives and make our strategic plan a **success**!

GROW INNOVATIVE PROGRAMMING





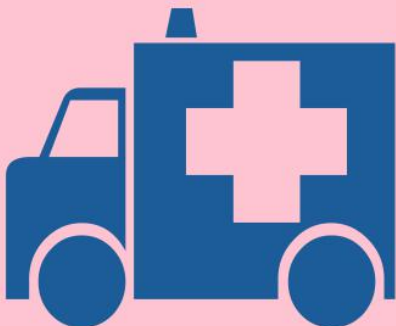
Establish a formal partnership with school boards and increase our presence in schools

Develop mutually beneficial partnerships with other non-profits, associations and corporations in the community



ENHANCE STRATEGIC PARTNERSHIPS

Explore and develop partnerships with the medical community



Continue to nurture and expand existing partnerships

STRENGTHEN INTERNAL RELATIONSHIPS

Strengthen a sense
of belonging through
team building

Create opportunities
for recognition and
development of team
members



Optimize board
governance and
prioritize
excellence in
oversight

Promote mutual understanding
and collaboration between team
members



Create and implement a marketing plan to build awareness of our mission and programming

INCREASE VISIBILITY IN COMMUNITY

Work to reduce stigma and normalize discussions about abortion



Create and implement a pro-active communications plan to increase our visibility and reputation



**Explore
opportunities for
corporate
sponsorship**



**Invite new supporters to
become donors and provide
new ways to give**



**Secure new funders
to build sustainability**



**Grow investments
from current
funders**



**Increase resiliency
by building our
reserve fund**



**GROW AND
DIVERSIFY
REVENUE**