

SHORE Centre 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.



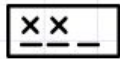
Courageous

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 Organizational Capacity & Operational Systems



1

Build infrastructure
to boost programs



2

Find creative and
stable revenue
streams to increase
sustainability

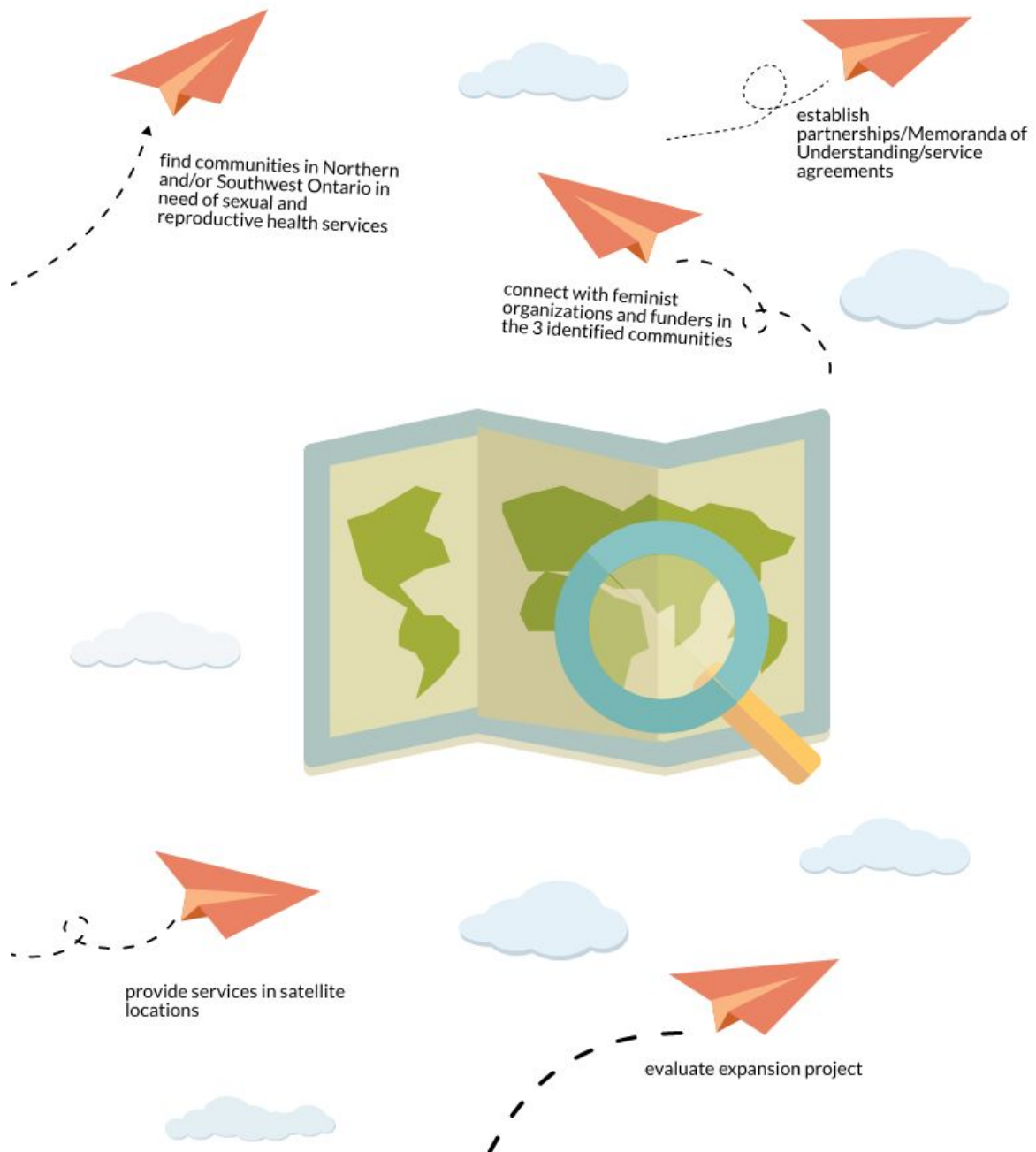


3

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



Goal #2: EXPAND GEOGRAPHIC REACH





Goal #3: Increase our impact

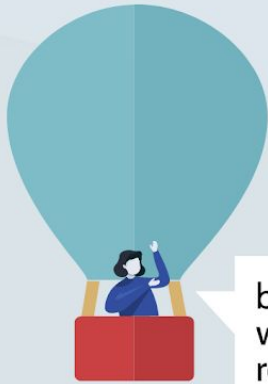
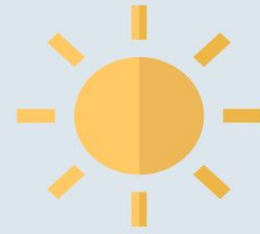
1. meet the demand for comprehensive clinical sexual health services in our community

2. create, broaden and sustain population-specific programming

3. build community capacity in sexual health education

4. use technology in new ways to educate and serve clients

Goal #4: PROMOTE CHOICE



be a vocal ally
within the
reproductive
justice movement



reduce stigma
around sexual &
reproductive health

advocate for increased
access to care and the
needs of our clients

