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
Increase our impact

- 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