



# SWC STRATEGIC PLAN 2022-2025

**Our Vision: EVERY INDIVIDUAL MATTERS**

**Our Mission:** We support our clients through access to Basic Needs, Resources, Services & Education. We are committed to fostering a community where we support all women, girls, trans & non-binary people. To ensure our ongoing ability to meet our clients' needs, the Sudbury Women's Centre Board of Directors leads the agency from 2022 to 2025 with the following plan, based on three priorities.

VISIBILITY			HUMAN RESOURCES			FUNDING		
GOAL			GOAL			GOAL		
Increase community support through engagement & awareness initiatives			Achieve competitive organizational stability by decreasing turnover			Strengthen sustainability by increasing annual revenue		
STRATEGIES			STRATEGIES			STRATEGIES		
1. Increase community outreach  2. Build media presence  3. Deepen community collaborations  4. Revitalize SWC Brand			1. Perform in-depth financial analysis					
			2. Maintain current organizational structure & services through:  A. Improved staff compensation B. Deepened, healthy organizational culture C. Leadership succession planning			2. Increased, targeted advocacy  3. Expanded fund development		

**The Sudbury Women's Centre – A place to start**