



2025-2028 STRATEGIC PLAN

Unlocking doors. Realizing potential.

OUR VISION

We envision a world where all doors are open for all women

OUR MISSION

We work to advance equality and to support all women, wherever they are on their journey, to unlock their potential and claim their power to build a braver, more equitable world

OUR VALUES

Demanding **EQUITY**

Practicing **COMPASSION**

Social & Economic **JUSTICE**

Low-Barrier **ACCESS**

Person-Centred
APPROACHES

Supporting
**ANTI-RACISM &
ANTI OPPRESSION**

STRATEGIC PLAN PROCESS

North York Women's Centre's last strategic plan covered the span of time from 2019-2024 and was developed in 2018, 2 years before the life-changing impacts of COVID-19. The priorities identified then were adjusted as we stepped up in our community and responded nimbly to the rapidly shifting circumstances of the global pandemic.

In 2024 we began the process of thinking about what our strategic priorities might be, as we all collectively emerged into this post-pandemic landscape. In June 2024 we engaged an external consultant to help us with the strategic planning process. Over the course of 4 months, the consultant conducted a comprehensive review of our sector, speaking with leaders at sister organizations, funders, donors, and our partners to produce an environmental scan that identified key themes and reflected our current strengths and opportunities in the future. A survey of our Awesome People, staff, and focus groups with different audiences all fed into a Board and NWYC Team retreat where we reviewed our Mission, Vision, and Values, conducted a long-term visioning exercise, and underwent a collective SWOT exercise to identify strengths, weaknesses, opportunities, and threats for our organization.



All this effort results in what you see here. A Strategic Plan that is guided by the people we serve, the environment we're situated in, and reflective of our community's needs.

OUR COMMITMENT

On behalf of the Board of Directors of our beloved North York Women's Centre, I am pleased to provide our collective commitment to delivering against our new 2025-2028 Strategic Plan. We stand by our Vision, our Mission, and our Values, which act as powerful statements upon which to anchor our work and our dedication. The changes made from previous iterations reflect the dynamic world in which we live and the need to evolve accordingly. For example, while our Vision has not changed (we continue to envision a world where all doors are open for all women), we took the time to clearly articulate an evolved mission and corresponding values, the result which stemmed from focus groups with our Awesome People (AP), brainstorming session with our team and Board, and broad outreach. These aren't just words on a page, but rather will guide our direction, purpose, behaviour, decision-making and team alignment. They also provided the foundation upon which we built our strategic plan.

We, the North York Women's Centre, are committed to our work to advance equality and to support all women, wherever they are on their journey, to unlock their potential and claim their power to build a braver, more equitable world. We will achieve this by amplifying our existing strengths, grounding ourselves in our community, and building our internal capacity. We are dedicated to equity, compassion, justice, access, and anti-racism & anti-oppression approaches. We are accountable for achieving our goals and will regularly review our progress to ensure we are making a positive impact on the NWYC community we serve.

With thanks for your continued engagement and support,
Jodi Wright
Board Chair

Amplify our

EXISTING STRENGTHS

NYWC will focus on our existing strengths and proven history to provide continuity over this next phase for our organization.

We will build on the trust we have with our proven partners and strengthen our existing program and service offerings to meet the identified needs of the women we support.

We will adopt a culture of experimentation rooted in a clear understanding of what we do best: providing low-barrier, individualized, compassionate support to all women at every stage of their journey.

We demonstrate quality and consistency with our core service offerings and alignment with our mission, vision, and values

Ground ourselves

IN OUR COMMUNITY

Community is the foundation of everything we do. We will engage our community, develop programming that is responsive to their needs, and think deeply about our future home and what it will look like. We will create spaces to build relationships and reduce social isolation. We will incorporate public education on important issues that affect the women we support and elevate their voices so they can speak directly on the issues that impact them most.

Build our

INTERNAL CAPACITY

We will prioritize our internal resources to realize our vision. We will further our capacity by investing in and building leadership on our staff team and collaborating intentionally with the women we serve and the volunteers who support us. We will further develop the infrastructure to support us to continue to do the impactful work we do.

We have the resources, tools and structures to deliver on our priorities