

OUR MISSION

Empowering women, girls and our community through leadership development, advocacy, and the provision of relevant programming and services.

OUR VALUES

A WOMAN'S PERSPECTIVE

Women must be leaders in shaping social, economic and cultural directions to achieve equality for all women.

ACCOUNTABILITY

We are accountable as professionals and advocates to our organization and the people and communities we serve.

COOPERATION

We are connected to the community and other professionals, committed to learning and working meaningfully together to empower and promote the well-being of women, girls and our community.

GLOBAL CONNECTION

We are interconnected through a global movement to women and their families.

GRATITUDE

We appreciate and respect the generosity of those who help us to achieve our goals.

SERVICE

We provide professional service and create an environment that is open, respectful and welcoming.

CULTURE

We value a positive and cohesive culture shaped by personal integrity, diversity and a creative approach to new ideas.

OUR DESIRED OUTCOMES

- Respect for the human rights of women and girls.
- Provide and advocate for suitable emergency and transitional housing; and permanent affordable housing.
- Advance the leadership of women and girls.
- A sustainable community-based organization.

OUR STRATEGIC PRIORITIES

Programs & Services that advance the rights and freedoms of women and girls with a focus on respectful relationships, domestic and sexualized violence.

- Full-service shelter program for persons in the Bow Valley experiencing abuse by partner;
- Provision of specialized sexualized assault services and Community Response Team.
- A Trauma-informed and Response Based Program and Services model.
- Services for men and boys including treatment for abusers/perpetrators.
- Culturally appropriate delivery of services and programs for immigrants and LGBTQ populations.
- Outreach education, prevention and awareness services to Bow Valley students.
- Public education and awareness campaigns will increase knowledge and advocacy around the rights of women and girls.

Foster leadership development and advocacy.

- Enhance community support and advocacy for strategic priorities with government, business & community leaders.
- Demonstrate strong leadership practice internally and with external community partners.
- Leadership and mentorship opportunities will be available for staff, volunteers and targeted community groups including special populations.
- Enhance Board and staff participation within YWCA Canada
- YWCA operates with clear policy governance and guidelines.

Provide, develop and advocate for a continuum of suitable housing within the Bow Valley.

- Leverage YWCA resources to expand suitable housing options.
- Secure suitable purpose-built shelter and transition housing for victims of domestic/sexual violence by 2020.
- A balanced capital investment plan to improve facilities and increase ROI.
- Affordable, safe short and long term housing options are available to the community, including special populations.

Build a sustainable organization respected for exceptional people, service provision and best practices, resulting in robust social and community investment.

- YWCA Staff and volunteers are aligned with the YWCA mission and engaged, knowledgeable advocates in our community.
- Social enterprise will account for a positive net contribution on an annual basis.
- Build financial sustainability through an integrated Fund Development plan that incorporates individual, corporate and philanthropic giving.
- A consistent, professional presence and voice in the community to address a range of issues relevant to our mission.
- Move towards launching YWCA Bow Valley!