



Chatham Kent Women's Centre
Strategic Plan
2021-2024



Chatham Kent Women's Centre

Planning for the Future

The Chatham Kent Women's Centre has been charting a course of achieving its program goals since 1978.

Much has been accomplished by building greater community support & awareness while assisting victims of intimate partner violence and abuse.

This Strategic Plan will continue to build upon our past successes while continuing to strengthen the Women's Centre's ability to be financially secure and responsive to the needs of our clients and community.

The Coronavirus pandemic / COVID-19 global outbreak has created many new challenges for our shelter and for the women and children we assist.

The COVID-19 pandemic has forced all of us to social distance, and has placed communities in lockdown and isolation. This has presented many obstacles for women experiencing intimate partner abuse when reaching out for services. This in turn has made the work we do more complex, as our clients have identified rising concerns with mental health, addictions, food insecurity and partner abuse.

As we work through these challenges and the uncertainty we all face with COVID-19, we must also consider the ongoing needs of the Women's Centre with respect to training needs of agency staff, resources and funding instability.

We are a strong, confident and courageous group of Board Members, Staff and Volunteers with a vision to eradicate gender-based violence in our community while supporting and empowering women and children to live free of violence and abuse.

Chatham Kent Women's Centre

Who We Are

The Chatham Kent Women's Centre provides 24-hour emergency shelter and transitional supports to women and children experiencing intimate partner abuse and violence.

Approximately 260 women and children are provided emergency shelter services every year with approximately 450 women and children using our community counselling services.

Residential Services

- 24/7 Emergency Shelter
- 24/7 Crisis & Support line
- 24/7 Crisis & Support (walk in person)
- Nancy's Place (Second Stage housing)

Community Services

- Family Court Support Program
- Community Outreach Counselling
- Transitional Support & Housing
- Child Witness Program
- Life skills Program

Vision

A Community free from intimate partner violence and abuse

Mission

To provide support and empower women and children affected by intimate partner abuse in our Community

Values

Support – We have an understanding and open environment for all victims of intimate partner violence and abuse and recognize that each person's support must be individualized and driven by them.

Security – We provide a safe and supportive environment and respect each person's right to confidentiality.

Integrity – We strive to maintain the highest level of professional ethics recognizing the clients we support deserve our best.

Community Support – We are contributing members to the welfare of the Chatham-Kent Community, valuing the opinions of key stakeholders and embrace opportunities to partner for the betterment of the community.

Respect – We support, without judgment, victims of intimate partner violence and abuse as they present themselves.

Proactive – We are driven towards continuous improvement.

Strategic Priorities

Strategic Initiative 1

Client Focused Enhanced Service Delivery

Goal: To offer the most comprehensive programs and essential services to women and children

Expected Results:

- Integrated programs and services to ensure high impact and sustainable outcomes for women and children;
- Assess and develop our emergency shelter and second-stage housing programs to ensure women and children receive safe, trauma informed services.

Strategic Initiative 2

Staff and Board Development

Goal: To increase diversity within staff and board members to maximize their impact on services

Expected Results

- Chatham Kent Women's Centre policies, procedures and guidelines are communicated and coordinated consistently to provide a shared accountability for measurable results;
- Increase opportunities for professional development;
- Increased sense of professional fulfillment, mental wellness and job satisfaction amongst Chatham Kent Women's Centre employees;
- Build Board membership and capacity in order to promote agency and increased investment in the organization.

Strategic Initiative 3

Marketing and Sustainable Growth

Goal: Enhance our marketing and Communication model to adequately finance programming and increase volunteer and board capacity.

Expected Results

- Establish donor campaign;
- Build upon potential grant providers;
- Increase donor base over three years by 5% each year;
- Increase brand awareness through advertising on social media, radio, newsprint and public engagements.

Strategic Initiative 4

Enhanced Community Awareness and Education

Goal: Develop a comprehensive network of service providers and community resources in order for women and children to live safely in our community free of violence.

Expected Results

- Establish partnering relationships with partnering agencies and community members to address the complex needs of clients;
- The Chatham Kent community understands the role and services provided by the Chatham Kent Women's Centre