

STRATEGY MAP 2018-2021

Approved May 23, 2018



We build community through partnerships to improve lives, create homes, and end homelessness

Victoria Cool Aid Society acknowledges the Lekwungen and WSÁNEĆ peoples of the Songhees and Esquimalt Nations, on whose traditional territories we build homes, lives, and community. HÍSWKE.

Pillars

HOME

HEALTH

COMMUNITY

Perspectives

CLIENT

Connect people with appropriate housing
Support tenants to maintain their housing

Help clients improve their health and wellbeing
Support cultural safety and diversity

Increase entrepreneurial and leadership opportunities for clients
Help clients strengthen their connection with community

STAFF

Improve staff's connection with the organization

Strengthen workplace wellness, health, and safety

Invest in leadership development

COMMUNITY AND CAPACITY

Grow and diversify Cool Aid's housing stock

Expand capacity to support client health and wellbeing
Expand capacity to serve Indigenous clients

Strengthen relationships with neighbours and communities
Demonstrate good governance and accountability

FINANCIAL

Acquire capital and operating funds for new housing

Secure funds to maintain and expand capacity in health and support services

Nurture donor relationships

WHAT IS THIS?—Cool Aid's strategy map is a graphic way to communicate our direction and priorities for the next three years, expressed as 17 objectives (goals) organized under four perspectives—Client, Staff, Community and Capacity, Financial. These perspectives are part of the balanced scorecard framework that we use to monitor and report on progress, both internally and externally. Our annual report card is distributed to the Board of Directors, staff, funders, and partners, and is published on our website.