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.

**STRATEGY MAP**
**2018-2021**
Approved May 23, 2018

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

**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.