

2021-2024 STRATEGY MAP

Working with our partners in the Capital region, we offer life-changing services to people who are impacted by poverty, colonization, stigma and homelessness.

These services include permanent housing, emergency shelter, health and dental care, employment assistance, and social and recreational opportunities.

Vision ▶ A community where no one is forced to sleep on the street or go hungry and everyone has the dignity that comes with home, health and connection.



Pillars

Perspectives

	HOME	HEALTH	COMMUNITY	RECONCILIATION
CLIENT	Support people to find and maintain appropriate housing	Help people improve their health and wellbeing	Help people build on their strengths and grow their connections with community	Provide opportunities for cultural connections
STAFF	Ensure staff have the training and resources they need	Improve workplace safety and wellness	Strengthen staff engagement	Develop a shared understanding of decolonization and reconciliation
CAPACITY	Sustainably manage, grow and diversify Cool Aid's housing	Sustainably expand and integrate health and support services	Strengthen relationships with neighbours, funders, volunteers, and donors	Build and strengthen relationships with local First Nations and urban Indigenous organizations

Victoria Cool Aid Society respectfully acknowledges the Lekwungen and WSÁNEĆ peoples, on whose traditional territories we build homes and deliver our programs and services. Hay'sxw'qa. HÍSWĪE.

WELCOMING, INCLUSIVE, AND CULTURALLY SAFE SPACES AND SERVICES