



Strategic Plan 2022-24

Our strategic directions identify the priority areas around which we need to build upon to achieve our mission and purpose to a sustainable future.

We operate in a dynamic environment and must continuously find ways to enhance our services to better meet victims' needs.

The following key priority areas will support our work.

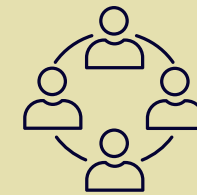
VSWR STRATEGIC PLAN 2022-24

Branding

We strive to become leaders in advocacy and support. As the entry point for victims to find safety, justice and healing, we will highlight our unique services and approach to enhance our services with accountability, awareness and accessibility.



Branding



Collaboration

Collaboration

We will lead collaboration with community partners to improve perceptions by promoting a better understanding of victim support, resulting in fewer service gaps.

Fundraising

We aim to diversify and sustain our funding by pursuing opportunities through existing and new partnerships. Our fundraising focus is to build and diversify the revenue needed to meet our goals.



Fundraising



Staffing

Staffing

We continue to develop a confident, trusted and high performing staffing base by creating a differentiated staff and volunteer experience to attract and retain high quality personnel.