From April 1, 2018 to March 31, 2019, The Bloom Group Community Services Society served **2800** residents, patients and clients through our five programs across greater Vancouver.

**Our Key Accomplishments**

- New Strategic Plan for 2019 – 2022 adopted
- Liz Barnett joined as new Executive Director
- Three-year CARF accreditation, recognizing the high quality of our service delivery and management practices, awarded for second time

**Hospice 266 individuals served**
May’s Place Hospice – Cottage Hospice
- 171 new admissions
- 1101 hours contributed by hospice volunteers
- Fourth edition of Yule Duel generated over $56,000 for May’s Place

**Mental Health and Supported Housing 146 individuals served**
Cordova House – Santiago Lodge/Cecelia House – Victory House
- Among residents at Cordova House, 83% surveyed indicate they can manage activities
- 96% surveyed say that their life is better at Santiago Lodge
- 94% occupancy rate across three buildings, with 99% at Victory House

**Affordable Housing 348 individuals served**
Nicholson Tower – The View – Somerville Place
- 97% occupancy rate for permanent housing and 88% for transitional housing
- 390 participants in 22 tenant engagement activities offered by new Resident Services
- 92% surveyed indicate View is a clean and well-maintained place to live

**Women & Children’s 568 individuals served**
Powell Place – Springhouse
- 100% of Springhouse clients surveyed strongly agree/agree they have enough resources to be successful after leaving
- 98% occupancy rate at Powell Place
- “With what I am going through at this time, I truly appreciate that the Springhouse staff help me with my children when I feel overwhelmed. Also, all the workers are completely amazing.”

**Adult Guardianship 1468 individuals served**
- 14% growth in client base, the highest increase ever
- 85% of clients surveyed reported seeing the benefits from budgeting and are able to save
- Posted its strongest financial year on record
The Bloom Group Strategic Plan 2019-2022

Our **mission** is supporting the most vulnerable in our community through the provision of a range of housing, health and social services.

Our **vision** is for strong and resilient communities where all persons have adequate housing and health care, and where everyone is supported to live with a sense of self-worth and self-determination.

### Strategic Levers

<table>
<thead>
<tr>
<th>Tell Our Story</th>
<th>Move Forward Together</th>
<th>Operate Towards Excellence</th>
<th>Deliver Lifetime Impact</th>
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</thead>
<tbody>
<tr>
<td>Define and leverage identity built on collective strengths for growth</td>
<td>Maximize existing and new stakeholder relationships and sector networks</td>
<td>Maintain practices and policies to use funds and staff time efficiently</td>
<td>Measure and articulate long-term changes created by services</td>
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<tr>
<td>Present total organizational profile to external and internal audiences</td>
<td>Encourage cross-function and population-specific initiatives among programs</td>
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<td>Engage with clients in coordinated strategies addressing multiple needs</td>
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### Key Outcomes

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<tr>
<th>Expansion in services reflected through growth planning and goals for programs and facilities</th>
<th>Partnerships prioritized and fostered among sector leaders and new allies</th>
<th>Resources responsibly and ethically used with accepted standards and no waste</th>
<th>Capacity to serve “whole person” across spectrum of needs sustained and promoted</th>
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</thead>
<tbody>
<tr>
<td>Established as “go-to” influencer and leader</td>
<td>Influence amplified through internal and external collaborations</td>
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<td>Impacts at individual and community levels assessed and shared</td>
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<td>Made known organization’s whole story and valuable perspective through clear language and consistent messages</td>
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### Strategic Initiatives

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<tr>
<th>Explore potential for shared growth among programs, specifying resources, targets and impacts</th>
<th>Implement women-centered practices across all services</th>
<th>Evaluate and improve internal systems to bear planned growth</th>
<th>Collect, measure and analyze data about service impact to advance comprehensive improvements</th>
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<td>Welcome opportunities to take a stand on and influence issues impacting people we serve</td>
<td>Pilot programs for homelessness prevention and shelter diversion</td>
<td>Demonstrate best practices in staff orientation, leadership succession planning and board governance</td>
<td>Apply ethical framework to collection and sharing of client data and stories</td>
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<tr>
<td>Execute organization-wide brand and messaging campaign</td>
<td>Develop models of vocational training or peer-led services for homeless women</td>
<td>Maintain leadership in end-of-life care community in Downtown Eastside</td>
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*www.thebloomgroup.org*