



**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

### Tell Our Story

Define and leverage identity built on collective strengths for growth

Present total organizational profile to external and internal audiences

### Move Forward Together

Maximize existing and new stakeholder relationships and sector networks

Encourage cross-function and population-specific initiatives among programs

### Operate Towards Excellence

Maintain practices and policies to use funds and staff time efficiently

### Deliver Lifetime Impact

Measure and articulate long-term changes created by services

Engage with clients in coordinated strategies addressing multiple needs

## Key Outcomes

Expansion in services reflected through growth planning and goals for programs and facilities

Established as “go-to” influencer and leader

Made known organization’s whole story and valuable perspective through clear language and consistent messages

Partnerships prioritized and fostered among sector leaders and new allies

Influence amplified through internal and external collaborations

Resources responsibly and ethically used with accepted standards and no waste

Capacity to serve “whole person” across spectrum of needs sustained and promoted

Impacts at individual and community levels assessed and shared

## Strategic Initiatives

Explore potential for shared growth among programs, specifying resources, targets and impacts

Welcome opportunities to take a stand on and influence issues impacting people we serve

Execute organization-wide brand and messaging campaign

Implement women-centered practices across all services

Pilot programs for homelessness prevention and shelter diversion

Develop models of vocational training or peer-led services for homeless women

Maintain leadership in end-of-life care community in Downtown Eastside

Evaluate and improve internal systems to bear planned growth

Demonstrate best practices in staff orientation, leadership succession planning and board governance

Collect, measure and analyze data about service impact to advance comprehensive improvements

Apply ethical framework to collection and sharing of client data and stories

