

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

