

Five-Year Strategic Plan 2026→2030

GOAL

We will enable a world where survivors can move on from abuse and violence in power and dignity.

OUTCOMES



Safely complete 10,000 survivor-centred moves



Raise \$30 million on a strong, trusted reputation



Generate 170,000 volunteer hours in service to survivors

PILLARS

Deepen Impact & Broaden Support

We will enhance how we deliver while continuing to grow to serve more survivors.

To meet the growing demand for our services, Shelter Movers must strengthen our foundation while expanding our reach. This means deepening our impact within existing communities, growing into new regions, and ensuring our services are accessible to all survivors, especially those from equity-deserving communities.

By enhancing our operations, building capacity in current chapters, and strategically expanding into underserved areas, we will be better equipped to support more survivors across Canada. At the same time, we are committed to reducing barriers—whether cultural, geographic, or systemic—so that every survivor, regardless of their background, can access the help they need. Through continuous innovation, collaboration, and survivor-centered approaches, we will create a future where fleeing violence is not just possible, but supported every step of the way.

- ★ Build Capacity Within Existing Regions
- ★ Grow New Regions
- ★ Reduce Barriers And Increase Accessibility

Strengthen Financial Resilience

We will embrace strategic philanthropy to increase revenue and impact.

A strong financial foundation is essential to sustaining and expanding our impact. As the demand for Shelter Movers' services continues to grow, so too must our ability to generate stable, diversified funding that ensures we can serve survivors for years to come.

We will embrace strategic philanthropy to cultivate deeper relationships with donors, attract new sources of funding, and create a more predictable financial future. Through innovative fundraising strategies, responsible fiscal management, and strengthened donor stewardship, we will not only increase revenue but also foster a community of engaged supporters who share our vision.

By building a diverse, reliable funding base, we can ensure that every survivor who needs our help will have access to the safety and support they deserve.

- ★ Increase And Diversify Revenue
- ★ Acquire and Retain Deeply Engaged Supporters
- ★ Enhance Financial Infrastructure

Elevate People With Purpose

We will cultivate an environment where top talent thrives.

At the heart of Shelter Movers is a dedicated community of staff and volunteers who make our mission possible. To continue delivering life-changing support to survivors, we must invest in the people who drive our impact.

By attracting top talent, fostering a culture of safety and belonging, and providing opportunities for growth, Shelter Movers will remain a place where passionate individuals can thrive. A strong, engaged team not only sustains our work but elevates it—allowing us to serve more survivors and innovate our services.

When we empower our people, we amplify our impact. By prioritizing recruitment, retention, and professional development, we will build a workplace that inspires excellence, nurtures leadership, and recognizes the invaluable contributions of every team member.

- ★ Attract And Hire Top Talent
- ★ Create a Safe And Supportive Culture
- ★ Retain Top Talent

Deliver Organizational Excellence

We will optimize internal systems to ensure efficient operations and high quality service.

Excellence is not just an aspiration—it is the foundation that enables Shelter Movers to deliver safe, high-quality services to survivors. As we grow, our internal systems must evolve to support efficiency, collaboration, and resilience across every level of the organization.

By strengthening our policies, improving transparency, and streamlining operations, we will create a more cohesive, high-performing organization. Clear communication, strategic planning, and well-defined program models will ensure that every chapter, team member, and initiative operates with consistency and purpose.

Operational excellence is the key to sustainable impact. By optimizing how we work, we can increase efficiency, reduce barriers, and ultimately serve more survivors with the care and dignity they deserve.

- ★ Develop Resilient Systems And Consistent Execution
- ★ Improve Transparency And Effective Communication
- ★ Ensure Clear And Sustainable Program Models

Build a Strong Reputation

We will ignite a movement of supporters who trust and respect our brand.

Shelter Movers is more than a service—we are a movement. To drive lasting change, we must not only support survivors but also inspire the broader community to take action. By strengthening our brand, amplifying our voice, and earning public trust, we will ignite a powerful network of advocates, donors, and allies committed to ending gender-based violence.

Through strategic storytelling, meaningful engagement, and sector leadership, we will position Shelter Movers as a trusted, respected force for change. By showcasing our impact, fostering a community of champions, and securing recognition for our work, we will ensure that every Canadian—whether survivor, supporter, or stakeholder—knows who we are, what we stand for, and how they can be part of the solution.

- ★ Drive Brand Awareness
- ★ Earn and Showcase Trust
- ★ Position Sector Leadership