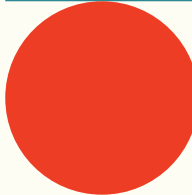




WOMEN'S HEALTH
IN WOMEN'S HANDS

STRATEGIC PLAN
2022-2027



READY FOR MORE

Becoming a Centre for Excellence
in holistic healthcare for racialized
women, trans and non-binary people

OUR NEW FOUNDATIONAL STATEMENTS

Mission

WHIWH CHC provides racialized women, trans and non-binary clients from the African, Black, Caribbean, Latin American and South Asian communities in Toronto and surrounding municipalities with culturally safe, relevant, and responsive primary healthcare. We are changemakers engaged in knowledge transfer and exchange, research, capacity building and advocacy within and across multiple systems.

Vision

We envision optimal health, safety and wellbeing for all racialized women, trans and non-binary people across their lifespan.

Our Commitment

As the only centre of its kind in North America, WHIWH CHC aims to empower racialized women, trans and non-binary people, and improve their health outcomes. Working together as a multidisciplinary team to provide quality holistic health care, we are committed to working from a trauma-informed, intersectional feminist, pro-choice, anti-racist, anti-oppressive, sex-positive, harm reduction, and multilingual participatory framework in addressing the issue of access to healthcare for our mandated priority populations.

OUR STRATEGIC PRIORITIES

STRENGTHEN

We will strengthen our core and invest in our capacity for growth and sustainability

Objectives

- Assess our current operational, administrative, program and service structure to ensure we have the right complement of human resources.
- Review employee compensation, wellness and benefits packages to ensure we provide competitive offerings that motivate and retain staff and reflect our intersectional feminist values.
- Invest in continuous staff development and training to ensure that staff are empowered and capacitated to carry out their work in full alignment with our mission and values.
- Determine the needs, invest in the development of much needed operational systems, tools and planning processes including IT systems (hardware, software and expertise) process automation and digital health capacity.
- Develop a values-driven resource mobilization strategy to diversify and grow revenue streams and ensure growth and sustainability.

SHARPEN

We will sharpen our focus and deepen our response

Objectives

- Increase our ability to support clients to navigate service systems, provide more comprehensive services, innovate and where appropriate, expand programs within a hybrid model which balances the convenience of virtual programming and telemedicine with in-person offerings.
- Create opportunities for greater collaboration and reciprocal, equitable partnerships within the Alliance for Healthier Communities, community and governmental partners, strengthening the capacity of others.
- Become a Research Centre of Excellence for the health of racialized women, trans and non-binary people that is recognized and respected as a subject matter expert in the sector.
- Develop a communication and branding strategy that modernizes the WHIWH CHC brand and highlights its offerings, successes and attracts new supporters. Overhaul the website to increase functionality and reflect our new strategic priorities.

BUILD

We will build and create a physical site for our Centre for Excellence

Objectives

- Build/create an accessible, safe, culturally-relevant, community-embedded space to house our Centre of Excellence and anchor our work.
- Design and execute a major gifts and donations capital campaign for the construction/renovation of a new building, the acquisition of land and the purchase of large-scale equipment.
- Establish multiple satellite and mobile locations across the GTA through strategic partnerships to extend our ability to deliver programs and services.

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