

Three Year Strategic Plan 2017-2020

Dixon Transition Society

VISION

Women and children are free from violence.

MISSION

To raise awareness about and to provide a continuum of services including safe housing, support, counselling and education for women and children impacted by violence.

Strategic Priority One: *Program Development*

Using organizational knowledge and innovation, continue building relevant and diverse programs that meet the needs of Dixon Transition Society clients

- Use innovative approaches to enhance the quality of programs and services
- Seek out strategic funding opportunities to meet the needs of Dixon's diverse clients
- Build on staff and organizational knowledge while supporting a culture of wellness and learning

Strategic Priority Two: *Thought Leadership and Increased Exposure*

Become recognized thought leaders and champions for women and children affected by violence while generally increasing awareness and engagement with Dixon

- Leverage strong reputation and excellence to increase effective communications
- Create a branding and communication strategy that is engaging and resonates with the community
- Build Dixon's thought leadership and brand profile through social media and website strength
- Expand Board Member role as facilitators, and advocates for Dixon

Strategic Priority Three: Financial Growth & Sustainability

Continue to build on our successes and increase our financial resources to expand our comprehensive services

- Create a comprehensive three-year fund development strategy
- Improve self-reliance by exploring and securing partnerships