

planned parenthood toronto

strategic plan 2015-2020

choice is yours.



**planned
parenthood**
toronto

vision, mission, principles & values

vision statement

A future of sexual and reproductive choice, freedom and possibilities.

mission statement

We are a pro-choice community health centre that advances and advocates for the sexual health and health & wellbeing of youth.

principles and values

PPT believes that:

- Healthy sexuality is an important part of life;
- Individuals have the right to control their lives and to make informed choices regarding their sexuality and reproduction.
- Sexual and reproductive rights must be protected;
- A respectful, confidential, non-judgmental and inclusive environment is important to offering effective services;
- Input from clients, staff, volunteers and community partners informs the work we do and inspires us to innovate and take action for social change;
- Providing responsive, client-centred services means being pro-choice, youth-positive, woman-positive, sex-positive and lesbian, gay, bisexual, trans, queer-positive;
- Providing accurate, and understandable information empowers individuals to make informed choices;
- Maintaining transparency and fulfilling our accountabilities to our many stakeholders will support their continued trust in us;
- A healthy, engaging, collaborative and safe work environment is vital to our success and the best way to demonstrate that we value our staff, students and volunteers;
- We can only identify how power and privilege play out when we are conscious and committed to understanding how racism, sexism, homophobia, transphobia and other forms of oppression affect each one of us.
- It is important to respect and value our history as an organization that emerged from the women's rights movement.

strategic map



PPT 2020

Unapologetically revolutionize the sexual health dialogue and create positive and lasting impact on the lives of youth

Expand Our Reach to Youth Who Need Us Most

Youth Centred Design

Redefine and Expand the Sexual Health Movement in Toronto

Organizational Excellence

Youth/Stakeholders

Provide the Right Service to the Right Person at the Right Time

Embody Youth Centred Design

Create Momentum within the Sexual Health Movement

Facilitate Youth Leadership

Build our Reputation as a Trusted Organization

Learning and Growth

Maximize the Use of Technology

Pursue Professional Development and Training

Engage in Community Based Research

Align and Develop Partnerships and Alliances

Encourage Innovation

Internal Processes

Align Agency Policies and Practices

Operationalize PPT's Brand

Maximize Use of Resources

Financial Stewardship and Accountability

Demonstrate our Contributions to the Health Care System

Identify and Develop New Sources of Revenue

Vision
A future of sexual and reproductive choice, freedom and possibilities.

Mission
We are a pro-choice community health centre that advances and advocates for the sexual health and health & wellbeing of youth.

Sexual Empowerment Through Fearless Leadership

strategic objectives

YOUTH/STAKEHOLDERS

Provide the right service to the right person at the right time. We will conscientiously seek to identify the sexual and reproductive health needs of youth facing barriers to access. Using a health equity framework, we will deliver the right services and programming at the right time in the right place to youth, prioritizing youth that are risk of poor health outcomes. We will do this by being on the cutting edge of technology and by providing innovative programming and services that embody the principles of health equity and the model of health and wellbeing.

Embody youth centred design principles. We will be leaders in youth centred design. We will embody youth centred design principles through our services, programming and the way that we work. We will create opportunities for youth to be engaged, involved in decision making and have the skills necessary for full participation.

Create a momentum within the sexual health movement. Redefine the sexual health movement to include Choice is yours and PPT's brand proposition sexual empowerment through fearless leadership as a key element. We will do this by taking a leadership role in in the sexual health dialogue.

Facilitate youth leadership. We will facilitate opportunities for youth to become leaders in sexual and reproductive health by creating new ways to engage youth in the sexual health movement.

Build our reputation as a trusted organization. We want staff, volunteers, clients, funders, partners to trust in our ability to deliver on our commitments. We will increase employee engagement and have high levels of client and participant satisfaction.

LEARNING AND GROWTH

Align and develop partnerships and alliances. We will assess and align our partnerships to advance our mission. We will seek new partnerships and alliances that:

- Work with youth who face barriers to access and/or are at risk for poor health outcomes
- Embrace youth centred design
- Advocate for sexual and reproductive health

Pursue professional development and training. We will seek out professional development and training that enables staff and volunteers to realize our strategic plan and further our mission. In order to be successful we recognize that health equity and youth centred design will be central to the training and development plan.

Engage in community based research. We will engage in sexual and reproductive health research that will inform our ability to meet the needs of youth.

Maximize the use of technology. Leverage information technologies and social media by developing robust IT, social media and energizing technology strategies for the organization

Encourage Innovation. We will nurture leadership, we will try new things, we will take calculated risks, we will embrace change and we will strive to continuously improve.

INTERNAL PROCESSES

Align agency policies and practices. Align policies and practices to our strategic directions to ensure that they support and enable youth centred design, health equity and the PPT brand.

Operationalize PPT's Brand. Ensure that the brand guidelines are consistently applied throughout the organization and that the brand proposition informs everything that the agency is doing, saying and creating.

Maximize use of resources. We will improve and make better use of our building, staffing resources and financial resources.

FINANCIAL STEWARDSHIP AND ACCOUNTABILITY

Demonstrate our contributions to the health care system. Determine opportunities to align with the provincial health care agenda and funder priorities.

Identify and develop new sources of revenue. We will ensure that the organization is sustainable and able to grow. Where possible, we will objectively examine our resources to ensure that they are maximized and align with our strategic goals. We will develop and implement a resource development plan that will include increasing support from donors.

