

LOU'S PLACE STRATEGIC PLAN: 2025 - 2028

VISION

Contribute to a world where all women experience safety, support and are empowered to live a life beyond survival

OPERATIONS

Strengthen operational functions to lead best practice service delivery for women in crisis

- Evolve data collection & reporting systems to better track outputs, outcomes and demonstrate impact.
- Achieve accreditation for key services
- Map all internal processes/roles and create robust policies to drive operational efficiency & manage risk
- Create a business case, and test viability, for expanded services/hours to meet evolving client needs.

FINANCE

Improve financial resilience to meet current & future needs of women in crisis.

- Strengthen donor stewardship with a focus on planned/structured giving to build a robust multi-year pipeline
- Implement donor acquisition plan to attract new donors and diversify donor base e.g. next generation donors
- Diversify funding streams with a focus on: corporate partnerships, state/federal government grants & bequests.

PEOPLE & CULTURE

Invest in the growth & wellbeing of our people to deliver better employee, team & client outcomes.

- Strengthen our service delivery training & support for staff, and optimize resourcing distribution.
- Expand professional development, education & wellbeing programs to increase staff engagement, build capabilities & retain/attract talent
- Identify and support more opportunities for industry engagement, collaboration & networking

ENGAGEMENT

Deepen stakeholder engagement to deliver better collective impact

- Advance our volunteer program, track & measure engagement.
- Strategic government engagement to support funding and advocacy priorities.
- Create a client advisory group to inform strategy & services development.
- Design & execute a marcomms strategy to better engage with our community & tell our story/demonstrate impact.