

FERNIE
WOMEN'S RESOURCE
CENTRE





Strategic Plan

2027-2029





Our Vision

The Fernie Women's Resource Centre will strive for equality and justice for all women and work for the removal of barriers to women's full economic, social, cultural, legal, and political participation.

Who we are

We have been a proud part of the Elk Valley since 1979. We aim to raise the status of women, act as a referral and drop-in centre, offer support to women and their families, and inform and educate the public around issues concerning women



Our Values

1

Compassion & Non-Judgment

We meet every person with warmth, empathy, and respect. Support is never conditional.

2

Client Led Support & Autonomy

We honour each person's story and trust that clients are experts in their own lives. We support people's right to make their own decisions.

3

Skilled, Ethical Support

We bring up-to-date expertise and practical skills, evidence based information, someone to listen, space to breathe, and real help with whatever people are facing. We remove barriers rather than adding them up.

4

Feminist Principles

We stand with women and challenge the patriarchy in our community.

5

Integrity & Accountability

We protect privacy and confidentiality, and we are accountable to the women and families we serve, and each other.

6

Community Connection

We strengthen the community through partnership, advocacy, and shared learning. We listen, adapt, and collaborate in ways that honour culture, identity, and lived experience.

Our Commitments

1. We exist to advance equality and justice for women
2. We remove barriers to enable women's full participation in community life
3. We acknowledge the truth, that violence has been and continues to be committed against Yaq̓it ʔa·knuqɬi'it First Nation, and all Indigenous People. We will work towards reconciliation and meaningful relationships within their vast lands
4. We serve women and families in the Elk Valley
5. Respect, safety, and dignity are at the heart of our work
6. We act as a connector, advocate, and educator in the community
7. We provide trauma-informed, lifesaving support and connection through our core programs:



COUNSELLING



OUTREACH



PARENT SUPPORT



EARLY YEARS

Fernie Women's Resource Centre Strategic Goals 2027-2029

Goal One

Strengthen Core Programs and Services

Goal Two

Build Strong Community Partnerships

Goal Three

Increase Community Connections & Funding

Goal Four

Strengthen Governance & Ethical Practices

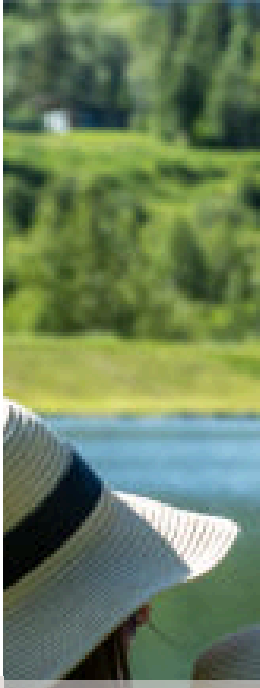
Goal Five

Build a Strong, Supported Team & Infrastructure

Goal One

Strengthen Core Programs & Services

FWRC will continue to deliver high-quality, client led programs that respond to the evolving needs of women and families across the Elk Valley



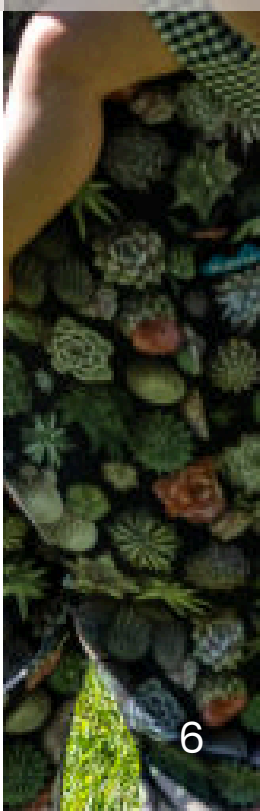
Tasks

- Maintain and expand food security and emergency financial support
- Continue delivering strong counselling and outreach services, with a focus on systems navigation, advocacy, and support with paperwork
- Increase awareness and access to SAS and Outreach services in Sparwood and Elkford
- Enhance early years and parent support, including postpartum mental health
- Improve access through expanded locations, clear communication and eligibility



Success Indicators

- Waitlist reduced to an average of one month
- Increased referrals and awareness in client surveys
- Funding secured for an early years pilot program by 2027, implementation in 2028
- Expanded reach and participation across the Elk Valley



Goal Two

Build Strong Community Partnerships

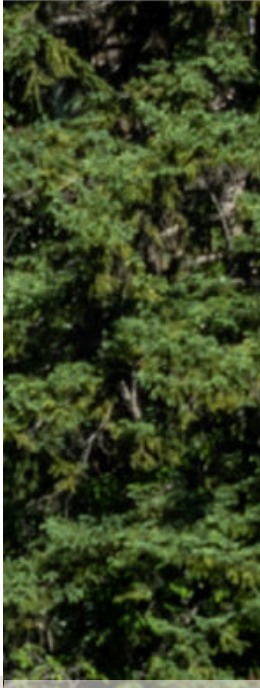
FWRC will deepen relationships with key partners to strengthen services, expand reach, and support women and families across diverse contexts

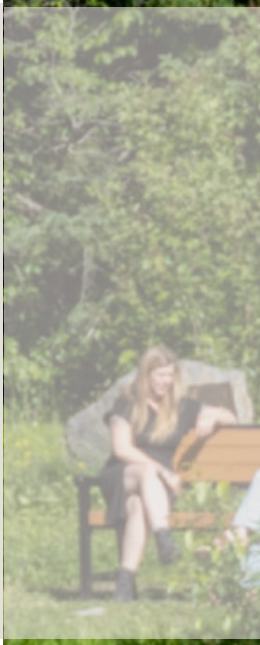
Tasks

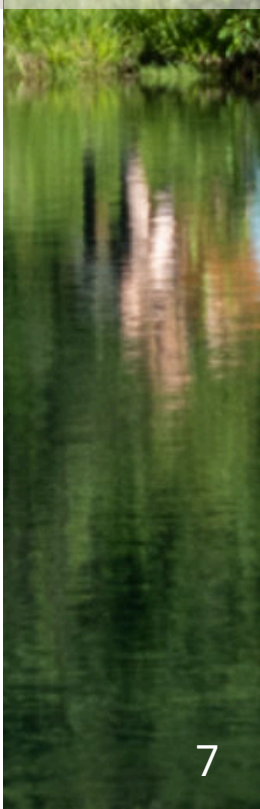
- Strengthen our core partnerships with CBFRS, Interior Health, Victim Services, EKASS, School District 5, and housing partners
- Partner to support people through life transitions, including grief, infant loss, peri/menopause, newcomer support, and other evolving needs
- Build meaningful relationships with Yaq̓it ʔa·knuqɬi 'it and commit to reconciliation

Success Indicators

- Increased partner engagement and co-delivered programs
- Stronger cross-agency referrals and shared initiatives
- Formalized partnerships with Indigenous communities by 2028







Goal Three

Increase Community Connection & Funding

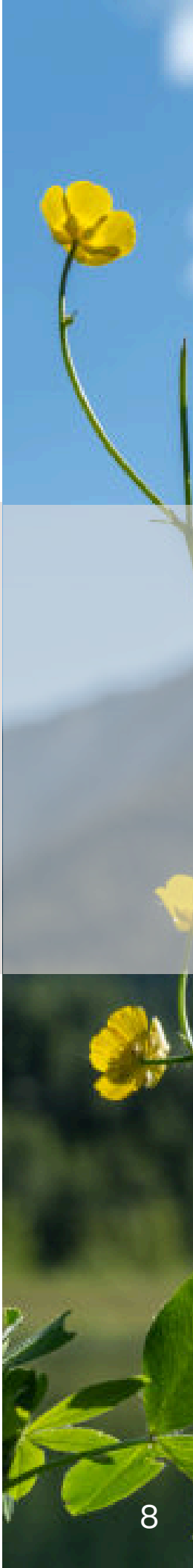
FWRC will strengthen its presence in the community, diversify funding, and build a sustainable base of support

Tasks

- Develop a volunteer program with a dedicated volunteer leader
- Implement a clear communications plan to increase awareness of programs and services
- Explore more diverse and sustainable funding sources, including partnerships with large employers
- Strengthen fundraising capacity and community visibility

Success Indicators

- Increased volunteer engagement and event presence
- Growth in unrestricted and diversified funding sources
- Increased community awareness measures through surveys and engagement metrics



Goal Four

Strengthen Governance & Ethical Practices

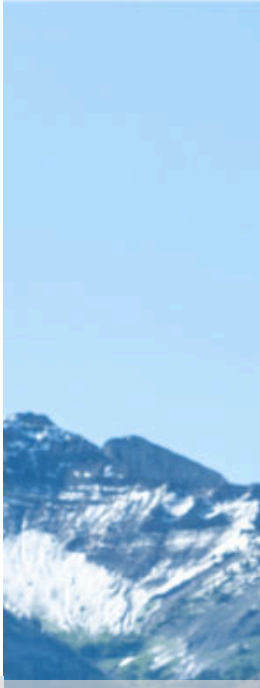
FWRC will ensure strong, ethical, and transparent governance that supports long-term organizational health

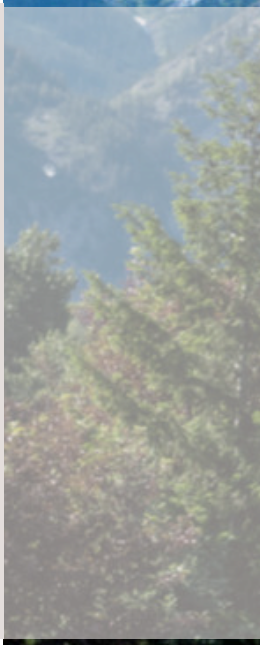
Tasks

- Ensure policies, procedures, ethical standards, and safety practices are upheld across the agency
- Strengthen financial management and day-to-day operations
- Build board capacity through training, monthly meetings, and annual strategic review

Success Indicators

- 100% compliance with governance, financial, and legal responsibilities
- Zero issues in external accounting review
- Stronger board governance through onboarding and board annual work plan







Goal Five

Build a Strong, Supported Team & Infrastructure

FWRC will invest in its people, organizational structure, and physical space to ensure long-term sustainability

Tasks

- Partner with CBFRS/other societies to launch a feasibility study and implementation plan on FWRC's future space needs
- Strengthen our team structure to enhance frontline support, minimize staffing gaps and ensure workloads remain sustainable
- Improve compensation and benefits to support staff retention and wellbeing
- Develop an annual training plan. Ensure all employees have a personal development plan
- Build meaningful staff connections through regular meetings and peer support

Success Indicators

- Feasibility study completed by end of 2027, funding implementation plan by 2029 ready for implementation by 2030
- Improved staff retention and satisfaction scores in staff survey
- Organizational structure updated and funded to support growth
- Clear professional development pathways for leadership roles

