



## 2023-2026 STRATEGIC PLAN

# Strategic Priorities and Outcomes

The Period Purse has identified strategic priorities and outcomes for three years, spanning from 2023 to 2025. These goals and objectives have been carefully designed to align with our overarching mission and will serve as the foundation for our strategic plan. Furthermore, we have outlined detailed key results for each year to ensure a clear roadmap towards achieving these objectives.



## Focus our Impact

Focus outreach efforts in Ontario and enhance our national leadership role in education and advocacy.



### Outcomes

- High quality services are provided where they are most needed
- Reduced stigma re menstruation
- Recognized as Menstrual Equity experts



## Strengthen Community Partnerships

Strengthen our engagement with and knowledge of diverse communities.



### Outcomes

- Changing needs and priorities of diverse communities are understood, documented and appropriately supported



## Nurture an Equitable and Responsive Organization

Build organizational capacity to respond to our growth and the changing needs of communities.



### Outcomes

- The Board of Directors functions as a policy board
- Paid staff in place
- Staff feel supported to carry out their roles



## Build Organizational Sustainability

Enhance fundraising capacity and our financial stability.



### Outcomes

- Increase in number of donors and total revenues
- Predictable and sustainable funding streams



# Strategic Plan at a Glance

## Focus our Impact:

### Goal:

Increase the availability of products and supports in the Ontario

### Objectives:

- Strengthen community relationships and partnerships in Ontario
- Increase our volunteer base in Ontario

### Goal:

Reduce the stigma of periods

### Objectives:

- Implement an advocacy strategy
- Expand education activities to diverse and marginalized communities in Ontario



## Strengthen our Community Partnerships:

### Goal:

Increase our understanding of and ability to respond to community needs

### Objectives:

- Implement an evaluation framework to facilitate data and community informed decision making
- Implement an accountability framework for hearing from and reporting back to community



## Nurture a Equitable and Responsive Organization:

### Goal:

Implement the DEI plan (Diversity, Equity & Inclusion)

### Objectives:

- Attract future staff and board members based on DEI policies
- Create policies that will promote DEI in the workplace

### Goal:

Put in place an organizational structure that will enable the organization to achieve its goals

### Objectives:

- Secure, develop and retain key staff roles
- Transition the Board to a Policy Board



## Build Organizational Sustainability:

### Goal:

Increase financial revenues and in kind donations

### Objectives:

- Implement a fundraising strategy that will attract new and loyal supporters
- Implement policies and processes to guide and ground fundraising







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