

Supporting A Community Thriving Together

PearlSpace's Five-Year
Strategic Outlook (2024–2029)

The PearlSpace logo consists of a white circle containing the text "PearlSpace" in a dark teal, sans-serif font. The word "Pearl" is on the top line and "Space" is on the bottom line.

Pearl
Space

Message from Ashley

The team of staff, volunteers and board of PearlSpace comes to our work with a vision for the communities we serve and a commitment to cultivating hope through inclusive supportive services and community. One of the key components that supports and holds space for the direction of our work is when we come together to create our strategic vision over five-year terms. This Strategic Outlook outlines PearlSpace's priorities, strategic goals and hopes for our community through to 2029. It is our road map and key document to help us make decisions. It is intentionally aspirational in nature to guide us towards a future where everyone is valued equally and can lead healthy lives, free of violence.

Throughout our conversations in the community over the past year, we've heard that the services and hope PearlSpace provides are needed now more than ever. As we look to the next five years, we continue to focus on the long-term sustainability of PearlSpace, while also maintaining our capacity to remain responsive to the evolving needs of the people we serve. Building on our core values, we are committed to moving towards organizational health, collective resilience and transformative change.

This plan is a result of listening to our community, and hearing your hopes and ideas for the future of PearlSpace. On behalf of PearlSpace, thank you for your contribution to this ambitious new plan for our next five years and your continued support of our organization. Your involvement makes it possible for us to provide support when and where it is needed most.

With care,

Ashley Oakes
Executive Director



Vision, Mission & Values

OUR VISION

PearlSpace envisions a day when Women, Two Spirit, gender-diverse, non-binary, trans people, and children/youth are valued equally and can lead healthy lives – supported, connected to community, and free from violence.

OUR MISSION

PearlSpace promotes equality and empowerment of women, Two Spirit, gender-diverse, non-binary, trans people, and children/youth. We work from an intersectional* feminist framework. By responding to and working for change, we honour the diversity of lives impacted by gender-based violence and help to meet the evolving needs of communities throughout the Sea to Sky Corridor and Stl'atl'imx regions.

**Intersectionality is the interconnectedness of social categorizations such as race, class, and gender as they apply to a given individual or group, regarded as creating overlapping and interdependent systems of discrimination or disadvantage.*


OUR VALUES

The following core values guide all of our work:

- **Intersectional Feminism**–We apply an intersectional feminist lens to understand and respond to intersecting narratives of oppression and privilege that shape our lives and create alternative ways of thinking, being and doing to build a more equitable and just future for all.
- **Circle of safety**–We safeguard the wellbeing of our community by creating accessible and inclusive spaces where people can access the support they need to be safe and thrive.
- **Empowerment**–Thriving communities are empowered communities. We nurture the transformative power of empowerment by providing intentional spaces, tools, resources, and opportunities that allow people to discover and bring to life their unique potential.

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- **Belonging**—Everyone belongs here. We foster intentional spaces in our community to celebrate differences, create shared meaning, and grow meaningful connections that allow us to bring forward our most authentic selves.
 - **Resiliency**—In the face of uncertainty, our collective resilience is our greatest asset. We move forward in uncertainty by drawing strength from one another to learn, adapt and grow towards a brighter future for all.
 - **Transparency**—As a trusted community advocate, cultivating transparency is foundational to our work. We lead and build relationships through open, honest, and authentic communication to foster collaborative solutions and approaches to our communities' toughest challenges.

Cultivating hope
through inclusive
supportive
services and
community.



Our Five-Year Outlook




Our work over the coming five years is focused on cultivating an **inclusive organization that supports a community thriving together.**

This will look like:

- Permanent, expanded space for Pearl's Value & Vintage
- Expanded, inclusive facilities
- Broad, enriched programming
- Creative and connected communities
- Thriving, supported staff
- Collaborative, engaged teams
- Trusted community advocate
- Active, intentional systemic disruption

We provide a safe, uplifting, vital community resource through four program areas:

- **Adult Programming**—Providing a continuum of care for women, Two Spirit, gender-diverse, non-binary and trans people
 - **Housing Advocacy**—Advocating for safe, affordable housing
 - **Children's Programming**—Overcoming the intergenerational cycle of violence through child, youth, and family programming
 - **Social Enterprise**—Building stronger communities, protecting the environment, and supporting economic development through Pearl's Value & Vintage
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our Vision:

A TRUSTED COMMUNITY ADVOCATE

THRIVING SUPPORTED STAFF

PERMANENT EXPANDED SPACE FOR PEARLS

BROAD ENRICHED PROGRAMMING

CREATIVE & CONNECTED COMMUNITIES

COLLABORATIVE ENGAGED TEAMS

ACTIVE INTENTIONAL SYSTEMIC DISRUPTION

EXPANDED INCLUSIVE FACILITIES

AN INCLUSIVE ORGANIZATION THAT SUPPORTS COMMUNITY THRIVING TOGETHER.



WE ARE PRIVILEGED TO OPERATE ON THE TRADITIONAL UNCEDED TERRITORIES of the SKWAZWU, WATZU, and ST. L'ATLIMX NATIONS. WE RESPECT THE HISTORY of THESE LANDS AND ITS NATIONS WHO HAVE NURTURED & CARED for THIS PLACE SINCE TIME IMMEMORIAL.

Welcome to
Pearl Space

CULTIVATING HOPE THROUGH INCLUSIVE, SUPPORTIVE SERVICES & COMMUNITIES

our STRATEGIC DIRECTIONS:
STRONG INTERNAL CAPACITY & ORGANIZATIONAL SUSTAINABILITY AND CHANGE HEALTH & LONGEVITY
A LIVING PLAN

WE ARE HEART CENTERED

WE HAVE COME SO FAR, AND ACCOMPLISHED SO MUCH.

WE ENVISION A DAY WHEN WOMEN, NON-BINARY, TRANS PEOPLE AND CHILDREN AND YOUTH: VALUED, EQUALLY AND CAN LIVE TOGETHER. SUPPORTED, CONNECTED AND FREE FROM VIOLENCE. GENDER DIVERSE, AND SPIRIT.



WE ARE RESILIENT & FLEXIBLE

Our Strategic Directions

Three key strategic directions will move us towards our vision for the future. All of the decisions PearlSpace makes to move us in these strategic directions will be made through the lens of intersectionality and active decolonization of our spaces, processes, services and internal operations.

MOVING TOWARDS TRANSFORMATIVE CHANGE

- **Advocating to government** for affordable housing, living wages and increased understanding about gender based violence
- **Making awareness fun** through community advocacy, teaching by example and hosting engaging, participatory events
- **Cultivating intersectional engagement** to increase awareness of PearlSpace in the community and encourage widespread action

MOVING TOWARDS STRONG INTERNAL CAPACITY AND ORGANIZATIONAL HEALTH

- **Holding space for our heart** by supporting employee wellness and cultivating a positive organizational culture
- **Clarifying and strengthening internal roles** through human resources policies, role descriptions and compensation structures
- **Elevating internal knowledge and communication** by improving internal systems, procedures and collaboration

MOVING TOWARDS SUSTAINABILITY AND LONGEVITY

- **Diversifying for longevity** by implementing innovative fundraising efforts to achieve long-term funding needs
- **Capturing new donors** through donor recognition and new giving programs
- **Sustaining Pearl's Value & Vintage growth** by sharing our story and securing a permanent home





FIVE-YEAR STRATEGIC
OUTLOOK (2024-2029)

pearlspace.ca/strategicplan