



Strategic Plan Summary (2011-2014)

*“... METRAC is a great, innovative organization that promotes gender equality using an intersectional approach ...”
(stakeholder comment)*

This plan points the way to a productive and secure future so METRAC can continue to improve justice, safety and equity for all women and youth, and therefore, our entire community.

Strategic directions

1. Embed ARAO into METRAC’s systems and structures

The organization’s reputation for living its commitment is strong. But ARAO has not yet been embedded into systems and structures to ensure that when people leave, the philosophy remains entrenched.

Action: clearly defined ARAO guiding principles and collaboration framework; accessible, equitable programs and services; accessibility on the board; fair and transparent human resources practices; accessible office and meeting space.

2. Strengthening the organization

METRAC has a strong reputation, but staff work exceedingly hard, funding is a constant worry, and demand for programs and services often take priority over consistent business practices.

Action: consistent planning, monitoring and evaluation; ongoing skill development opportunities; evidence-based programming approach; role clarity between team members; diversified funds and achieved fundraising targets; more permanent staffing and benefits.

3. Expand the use of technology for greater reach and efficiency

METRAC has won awards for and found success in technology. But many partners and stakeholders are not reached through technology it is needed in the organization’s fundraising, communication, monitoring and evaluation.

Action: technology to better communicate with partners, reach target groups and support effective resource development; internal systems for monitoring, evaluation and budgeting; distance learning partnerships.

4. Re-brand and restructure METRAC

The organization’s name is longer relevant, its logo is not accessible and current, and its structure tends toward silos. This direction gives METRAC the opportunity to explore a new structure and brand.

Action: accessible, effective logo; streamlined organizational structure, transparent decision-making and accountability framework; communication strategy for re-branding.

Stakeholder input

More than 65 stakeholders including agency partners, funders, policy makers and experts in violence against women work identified METRAC's strengths and challenges. Strengths include: community support; legal, safety and peer-led youth programming; and commitment to anti-racism/anti-oppression. Challenges include: inaccessible office space; public profile and organizational name; and need for anti-racism/anti-oppression (ARAO) to be embedded into the organization's internal structure.

Rearticulated vision, purpose, target groups and reach

Vision: a world where inequity and oppression are actively challenged and dismantled in interpersonal relationships, communities and systems so that women and youth live free of violence and the threat of violence.

Purpose: advancing justice, safety and equity for women and youth through collaborative, innovative public outreach and awareness raising, education and information dissemination, safety audits, community based research, policy development and law reform. METRAC's work is grounded in the recognition that marginalized communities have differential experiences and require unique responses in relation to violence.

Values

1. Equity

We promote justice and fairness for all individuals and social groups. We recognize how social inequality and unequal distribution of power directly lead to marginalization and violence towards certain group's experience.

2. Respect

We value individual and social diversity and treat everyone with dignity and consideration. We foster a culture of respect within our organization and in all our activities.

3. Safety is a fundamental right

We recognize everyone's right to live in freedom from the threat, fear and experience of all kinds of violence, oppression and discrimination.

4. Feminism(s)

Our organization and the work that we do are grounded in diverse women's movements that have and continue to be active in changing social conditions to end gender-based violence.

5. Excellence

We strive for excellence in all of our activities, and challenge ourselves to do better. We are committed to high standards in our operations through regular evaluations, and transparent and ethical practices.

6. Innovation

We serve communities using innovative and creative methods, and engage participatory research to improve our services through reflection and continued learning.

We are committed to conducting inclusive research and creating new and unique methods to bring awareness of violence against women and youth to the communities we serve.

We are committed to continued learning and the creation of new methods to raise awareness of gender-based violence, improving through participatory research.

7. Collaboration

We work in consultation and solidarity with diverse communities committed to ending gender-based violence on a local, regional, national and international level.

Reach: METRAC is dedicated to reaching women and youth experiencing violence as strategically and effectively as possible. To that end, METRAC works locally, regionally and provincially.

More information

For more information or a copy of the full strategic plan report, contact METRAC:
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