

FearIsNotLove

RESPECT COURAGE COLLABORATION LEARNING

2024

STRATEGY



MESSAGING

from CEO and Board President

In 2022, FearIsNotLove embarked on a new strategic planning process, consulting and engaging with stakeholders, our Board of Directors and staff to identify the strategic directions that will guide and inform our work in our new evolution. Reviewing and considering our goals and priorities inspires us to take a new look at the future possibilities for our agency and our community.

This new plan builds on half a century of serving our community, providing critical services and supports to individuals and families impacted by domestic violence and abuse, while being committed to raising awareness. FearIsNotLove is dedicated to ongoing improvement and finding innovative ways to ensure we are an effective and informed organization. We draw upon our legacy as a leader in our field to look at ways to enhance our service delivery, reaching out to our community differently and more effectively, and engaging our supporters and community to change the conversation about domestic violence and abuse.

The new strategic plan for 2024-2027 builds on the strengths and great work of the past three years and lays the groundwork for ambitious and new opportunities to make a difference in our community. It outlines a **new vision, mission, and fundamental priorities** and **strategic commitments** for FearIsNotLove as we remain guided by values of **respect, courage, collaboration** and **learning**.

We recognize that delivering impactful services and making societal change requires us to adapt and navigate the ever-changing landscape in the community. As needs change and the complexity increases, we will continue to find innovative ways to be responsive and effective.

We cannot do this work alone. The demanding work of our agency is made possible because of the unwavering commitment from our funders, donors, supporters, partners, volunteers and staff - a heartfelt thank you goes to all of you for your generous and ongoing support. And thank you to Dr. Jeff St. John from BlueRock Social Partners who guided this strategic process with insight and expertise.

We are excited to launch this next phase in the future of FearIsNotLove. We look forward to this next chapter as we continue to build and evolve a strong organization to transform more lives and change the conversation about domestic violence and abuse in our community.

Kim Ruse
CEO

Shelly Norris
President



Freedom from **domestic violence**
and abuse for everyone.

MISSION

To **inspire and build** a *dignity driven*
movement **cultivating communities**
that are **free from domestic violence**
and abuse.

VALUES

A photograph of two men smiling and talking outdoors. The man on the left has dark curly hair and a nose ring, wearing a black t-shirt with a white equals sign on the sleeve. The man on the right has short brown hair and is wearing a white t-shirt. They are standing in front of a blurred background of green trees and a crowd of people.

RESPECT

Relentlessly uphold the dignity of every person.

COURAGE

Bravely support healing and growth.

COLLABORATION

Collaboratively create possibility.

LEARNING

Deliberately learn to be better.

ACTION PRIORITIES

PREVENT AND RESPOND IN PARTNERSHIP

We engage in high impact partnerships to ensure a responsive systems level approach to emerging trends, and the evolving needs of those working to become free from violence.

INNOVATE FOR IMPACT

We explore, experiment, and innovate to ensure that our work and services are deliberately creating new high impact initiatives, promoting prevention, and contributing to collective systems level change.

DELIVER DIGNITY DRIVEN SERVICE EXCELLENCE

Deliver responsive high quality, dignity driven domestic violence intervention and prevention services with excellence.

IMPROVE AND ADAPT

We proactively ensure our services are evidence informed, data driven and continuously evolving to be more inclusive, equitable and impact oriented as community need changes.

STRATEGIC PRIORITIES

AMPLIFY A MOVEMENT OF DIGNITY DRIVEN CHAMPIONS

We will invite in and embolden dignity driven champions to spark change as a movement for healing, growth, equity, and freedom from violence and abuse by establishing Fear Is Not Love is a rally cry, a stalwart voice and trusted partner working for shared-purpose, preventing domestic violence and abuse.

DRIVE IMPACT AS AN INNOVATIVE PRACTICE LEADER IN DOMESTIC VIOLENCE AND ABUSE SERVICES

As a leader in dignity driven services, we will more broadly share our knowledge and expertise to build the capacity of people, organizations and the sector who are seeking to uphold dignity in their approach to working with domestic violence and abuse.

EXPAND OUR CAPACITY FOR COMMUNITY AND SYSTEMS LEVEL LEADERSHIP

We will expand our capacity for community and systems level leadership through investment in the strategic capability of our team, visionary philanthropic stewardship and being a trustworthy partner of choice.



Connect Domestic Violence & Abuse Helpline: 403-234-SAFE (7233)
Email: help@fearisnotlove.ca

Men's Resource Line: 1-833-327-MENS (6367)
menand.ca

GENERAL INQUIRIES

Administration: (403) 290-1552
Email: info@fearisnotlove.ca

FearIsNotLove.ca

CONTACT
US



FearIsNotLove

RESPECT COURAGE COLLABORATION LEARNING

2024

STRATEGY

