

FOR IMMEDIATE RELEASE

Embrave: Agency to End Violence Releases Their Inaugural Strategic Plan.

Wednesday, March 9th, PEEL REGION – Embrave: Agency to End Violence is excited to share their 2025 Strategic Plan. This is their first strategic plan following the rebrand from Interim Place to Embrave: Agency to End Violence.

Through the strategic planning process, Embrave has adopted a new mission and vision that will guide their work for the next three years.

Vision: Embrave Brave. Inspire Bravery. Create Systemic Change to End Gender-Based Violence in Our Community.

Mission: Embrave: Agency to End Violence is a non-profit organization that provides shelter, counselling and advocacy supports for women, Two-Spirit, genderqueer, trans and non-binary folks and their children impacted by gender-based violence. We amplify the voices of survivors, educate the community, and inspire systemic change to create a society free of violence.

“We are proud of the mission, vision and strategic plan that we have developed that reflect the evolution of our organization as we undertook our rebranding process.” said Sharon Floyd, CEO. “Our values and the Integrated Feminist, Anti-Racist/Anti-Oppression framework is essential to our work, and it was important that this was at forefront of our strategic plan”.

Embrave: Agency to End Violence has also identified four strategic priorities:

- Strengthening our Foundation
- Amplifying Belonging in Programs & Services
- Leading with Bravery
- Growing our Impact

To read the full strategic plan please visit <https://bit.ly/3JUrf9p>

A true collective effort, the new strategic plan was developed with the insights from survivors, staff and supporters. It takes the commitment of community to end Gender Based Violence. As we embark on the next three years, we are hopeful that we can achieve these goals together.

“It’s been a privilege to facilitate the strategic planning process for Embrave: Agency to End Violence. Strategic Plan 2025, the agency’s inaugural strategic plan, positions the organization to go deeper and be bolder in creating systemic change to end gender-based violence locally and provincially. At a time when gender-based violence is more present than ever in our communities, with femicide rates growing, we need steady, courageous, and committed leadership. Therefore, we need leadership that challenges power structures and systems that are not working for women, Two-Spirit, genderqueer, trans, and non-binary folx, Embrave: Agency to End Violence is that leader.” Said Louise Pitre, Principal of Louise Pitre Coaching and Consulting who supported with the facilitation of the strategic plan.

Contact

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