

2024-2027

STRATEGIC PLAN



GREATER VICTORIA
HOUSING SOCIETY

Since 1956

MESSAGE FROM OUR BOARD CHAIR AND EXECUTIVE DIRECTOR

WE are pleased to present Greater Victoria Housing Society's 2024-2027 Strategic Plan. This plan has been prepared by working closely with our staff, Board of Directors, and collaborators, and determines our goals and priorities moving forward. Thanks to everyone who provided valuable input through focus groups, surveys and working sessions.

The plan reveals an evolution. Our focus is unwavering: providing affordable rental homes to meet community needs. With this new strategic plan, we are also ensuring that we are inclusive of the communities that we serve, playing a role to advance reconciliation, and ensuring that we build an organization that is resilient to future changes.

Greater Victoria Housing Society has a past to be proud of. For over 67 years, we have provided high quality affordable rental homes for members of our community, including seniors, families, persons with diverse abilities, newcomers, and working individuals and couples. With this strategic plan guiding our way, we are setting a course to meet growing housing needs and enable Greater Victoria communities to thrive.

Our Vision, Mission and Values guide us as we make decisions on how to use our energy and resources. The vision is our highest aspiration – a world where everyone has a place to call home. It is certainly ambitious, but shows the passion that continues to motivate us.

Our mission describes our unique role in fulfilling this vision. And, our values are our core beliefs, our "how" that helps us stay aligned to what really matters.

Our goals and strategic priorities are focused on our service areas and doing what we do best. We provide safe, affordable rental homes that contribute to healthy communities, both within our buildings and in the surrounding area. Our buildings are well-built, well-maintained, and upgraded to the highest standards to be resilient and meet future climate challenges. Our staff and internal operations are set up for success by creating a great place to work, where people are passionate about what we do, and focused on serving our residents and the community. We review our needs regularly and keep our finances in order.

Our priorities also reflect that we are in a period of growth, that we are a leader in the non-profit housing sector, and that diversity and inclusion inform our housing operations as well as our engagement with the community.

And, we realize that a lot can happen in a three-year period! We must have systems in place that ensure our organization is resilient, forward-looking, and able to withstand change.

The need for affordable rental housing in Greater Victoria has never been greater. GVHS has an important role to play in filling that need and is growing to provide even more affordable rental homes in more communities across our region. This strategic plan will ensure our planning, implementation, and evaluation are effective and focused on what matters most – creating affordable places to call home.

Thank you



KENT VERGE
Chair of the Board



VIRGINIA HOLDEN
Executive Director



GVHS allowed me to be able to stay in Victoria with affordable housing. This has allowed me to be able to stay connected with my family, friends, and community. I am able to afford my bills and medical. This has had a positive impact on my mental health. The building is beautiful and well equipped for people with diverse abilities. Thank you for the work that you do!

Proposed redevelopment at Jerome Road in Colwood. 137 new rental homes for families, seniors, persons with disabilities, newcomers, working singles and couples.



OUR MISSION, VISION AND VALUES

VISION

A world where everyone has a place to call home.

MISSION

GVHS manages and creates quality affordable rental homes, contributing to thriving communities.

VALUES

Integrity. Empathy. Inclusivity. Curiosity. Collaboration. Resilience. Forward-thinking.

GOAL 1

WE PROVIDE GREAT PLACES TO LIVE

Strategic Priority A

Ensure our diverse residents are safe, have a sense of belonging, and ability to thrive.

Strategic Priority B

Make sure that our buildings are high quality, safe, accessible, and sustainable homes for our residents.

GOAL 2

WE ARE A TRUSTED LEADER MEETING COMMUNITY NEEDS

Strategic Priority C

Grow to meet our community's affordable housing needs.

Strategic Priority E

Understand and be inclusive of the communities we serve.

Strategic Priority D

Use our voice, learn, share our expertise, and advocate for affordable housing.

Strategic Priority F

Understand truth, and our role in advancing reconciliation with Indigenous peoples.

GOAL 3

WE STRIVE FOR ORGANIZATIONAL EXCELLENCE

Strategic Priority G

Ensure our people are engaged, recognized, skilled, and supported.

Strategic Priority H

Intentionally build our team, spaces, and organizational infrastructure to set ourselves up for success.

GOAL 4

WE ARE FOCUSED ON LONG-TERM SUSTAINABILITY

Strategic Priority I

Build strength and resilience through good governance, balanced financial management, and planning for the future.



All I can say is that ever since I moved in here I have felt more at peace, sleep better and am comfortable in my dwelling. I am 100% happy here. Thank you GVHS.



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