



2025-2027

Strategic Plan

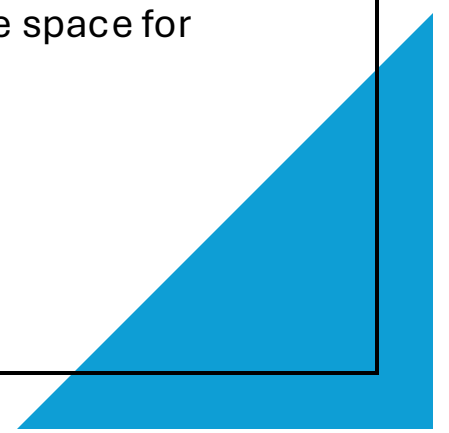
Strategic pillars, goals, and strategies

About the Gatehouse

The Gatehouse is a distinct, community-based charity working to support survivors of childhood sexual abuse.

- The Gatehouse's mission is to support survivors of childhood sexual abuse on the journey of finding their voice and moving forward with their lives.
- The Gatehouse envisions a world where all survivors can heal. To realize this vision, the Gatehouse helps survivors acknowledge what happened, reconnect with others, care for their inner child, and tell their story. Its programs also build the knowledge, coping strategies, and confidence to help survivors move forward with their lives.

Since 1998, the Gatehouse has continued to provide a safe and secure space for survivors to feel heard, supported, and believed.



The Gatehouse 2025-2027 Strategic Plan

The Strategic Plan illustrates how the Gatehouse will work to realize its vision over the next three years. It also identifies measures of success, which will be finalized in collaboration with the Gatehouse staff team. The Strategic Plan is accompanied by a proposed action plan.

The four pillars of this strategic plan include:

- Scale impact: deliver services to more survivors.
- Create financial sustainability: diversify funding streams and extend funding duration.
- Enhance services: evaluate and enhance positive change in participants.
- Increase awareness: increase public and private social support for survivors.

Scale impact

Goal: Increase outreach and program delivery capacity to reach and deliver services to more survivors.

Strategies:

- Develop new and existing channels to reach survivors.
- Increase facilitator and volunteer pool.
- Increase facilitator retention and engagement.

Success metrics:

- Increased number of intakes conducted and participants enrolled.
- Increased number and retention of volunteers and facilitators.

Create financial sustainability

Goals: Diversify funding streams and extend funding duration.

Strategies:

- Strengthen relationships with existing major donors.
- Obtain multi-year and flexible funding.
- Increase access to government funding.

Success metrics:

- Increased committed multi-year funding.
- Increased net revenue retention by source.
- Increased funding invested in projects aimed to scale the Gatehouse's impact.

Enhance services

Goals: Evaluate and enhance the services provided to survivors and the change we help create with participants.

Strategies:

- Develop and implement indicators for program impact.
- Develop and implement a regular program evaluation framework to improve the quality-of-service delivery and identify emerging needs.
- Develop and implement methods to build participant readiness and the strength to take the 5 steps.
- Collaborate with other service providers to offer comprehensive support.

Success metrics:

- Increased availability of measurable changes in participants' lives over time.
- Increased program completion rate.

Increase awareness

Goals: Increase public and private social support for survivors.

Strategies:

- Participate in coalitions and networks focused on childhood sexual abuse and child abuse.
- Educate and raise awareness across the public and levels of government.

Success metrics:

- Increased new impressions across channels.
- Policy and budgets created to prevent childhood sexual abuse and support survivors.