

# Social Purpose Real Estate Collaborative 2020 - 2022 Strategic Plan

Our Mission: Working together, the SPRE Collaborative inspires and enables BC non-profits and social enterprises to secure affordable, suitable spaces for community

**Strategic Priority #1:**  
Enhance the SPRE Collaborative's capacity and sustainability

- Objectives:**
- a. Enhance financial sustainability
  - b. Grow membership and participation
  - c. Strengthen the capacity and impact of the Collaborative
  - d. Expand external connections
  - e. Evaluate our activities to quantify and demonstrate impact

**Strategic Priority #2:**  
Enable knowledge creation and dissemination

- Objectives:**
- a. Understand needs and respond by developing and implementing a strategy for knowledge creation and dissemination in the sector
  - b. Develop and implement an integrated communications strategy

**Strategic Priority #3:**  
Build sector capacity to plan, obtain, activate social purpose real estate

- Objectives:**
- a. Understand needs and respond with a strategy for learning and engagement in the sector
  - b. Deliver priority activities to build sector knowledge, skills, abilities, competencies and confidence
  - c. Strengthen the Collaborative's convening role

**Strategic Priority #4:**  
Grow awareness of and advocate for social purpose real estate in BC

- Objectives:**
- a. Grow recognition of the value of social purpose real estate
  - b. Develop a policy agenda and advocate for policy changes
  - c. Bring a reconciliation, inclusion and access lens to all that we do

Our vision: is a world of resilient, inclusive and connected communities

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## Strategic Priority #1

### Contributing Activities:

- Financial plan – core + member supported prjts
- Revenue opportunities – sponsorships, fee for service...
- Membership – new & retention of 'Core' members and new 'Associate' member cat. including:
  - "Why"/ value proposition for members
- Formalize external partnerships: academic, agencies
- HR plan
- IT plan
- Strategic Plan & Working Groups
- Program / service evaluation
- Have fun 😊

## Strategic Priority #2

### Contributing Activities:

- Rent Lease Own research Study + follow up recommendations
- Social purpose research stories ie. Case Studies/ Space Profiles
- SPRE member activities/ investment research
- Integrated communications strategy including:
  - Evaluation and prioritization of communication options (traditional, E-news, social media, website, etc)
- Upgrade /contemporize website thru a) new content and b) design overhaul

## Strategic Priority #3

### Contributing Activities:

- Needs assessment (RLO + other & market) for both content and delivery
- Long-range capacity building plan including:
  - SPRE's niche/ priorities
  - funding and staffing supports
- Rent Lease Own capacity workshops & knowledge dissemination events
- 10th anniversary event
- Assessment/action on immediate opportunities  
*(consider: face to face (ie. advisory, workshops, symposia, conferences, site visits...); bursaries; mentorships; online tools; spre table peer learning + events with associate members; convening with other entities: academic, partners, agencies etc.; sector training at student/university levels, etc.)*

## Strategic Priority #4

### Contributing Activities:

- statement of principles for inclusion, reconciliation and access including considerations of:
  - Care for who speaks for whom
  - establish SPRE values
  - Establish understanding of 'to consult & be consulted'
- Awareness building thru presentations - influencers and social purpose sector
- policy strategy including:
  - priority policy agenda
  - participate/advocate for policy change
  - identify & build relationships/awareness with influencers/ policy makers
  - Connect potential partners internal and external to spre sector