



**VISION**  
Every family and individual lives in safe, affordable housing.

**MISSION**  
To provide a range of supportive services and housing that empowers homeless families, who are survivors of domestic violence or other trauma, to become economically mobile, self-sufficient, and adequately housed; to foster low income housing opportunities to prevent homelessness and encourage safe, affordable housing.

- GUIDING PRINCIPLES**
- Safe, affordable housing is a basic human right.
  - Survivors of domestic violence or other trauma need safe, affordable housing along with the tools to become self-sufficient.
  - A safe environment includes secure spaces and a welcoming and nurturing atmosphere.
  - Education & Skill building provides the path toward employment and economic self-sufficiency.
  - Support the growth and self-sufficiency and break the cycle of poverty.
  - High expectations and accountability for participants and staff lead to better outcomes.
  - Partnerships and collaborations are essential to meeting the needs of our participants.
  - Creating sustainable solutions includes advocating for our clients and our program.

- ORGANIZATIONAL VALUES**
- Commitment to Success
  - Consistency
  - Empowerment
  - Integrity
  - Diversity

<b>Goal #1:</b> Program Evaluation & Redesign	<b>Goal #2:</b> Optimize Operational Budget	<b>Goal #3:</b> Elevate Brand Awareness Educate/Elevate/Activate
<p><b>Capacity Building</b></p> <ul style="list-style-type: none"> <li>• Applications for grants to support process</li> <li>• Identify referral sources to maintain a consistent 85% occupancy</li> <li>• Review the process currently being utilized to manage incoming participants</li> <li>• Work w/consultants to redesign program offering for a 12-18 month stay</li> <li>• Partnership with Pitt Wellness Pavilion</li> </ul>	<p><b>Departmental Budget Management</b></p> <ul style="list-style-type: none"> <li>• Director managed accounts</li> </ul> <p><b>Identify the Appropriate Grant Opportunities- Regionally &amp; Nationally</b></p> <p><b>Improve quality of database and donor management for more efficient reporting.</b></p> <ul style="list-style-type: none"> <li>• Prospect Research</li> <li>• Quarterly reporting focusing on target donor groups (October, February, April, July)</li> <li>• Access additional training for Salsa to help support fundraising efforts and database management.</li> <li>• Identify opportunities for corporate partnerships.</li> </ul>	<p><b>Rebranding Efforts Company Wide</b></p> <ul style="list-style-type: none"> <li>• Refresh Logo</li> <li>• Build out of new website</li> <li>• Integration of marketing with FB, IG and LinkedIn</li> <li>• Increase media partners and corporate ambassadors</li> </ul> <p><b>Donor Acquisition</b></p> <ul style="list-style-type: none"> <li>• Stewardship Calendar</li> <li>• Increased utilization of Salsa</li> </ul> <p><b>Diversify Board of Directors</b></p> <p><b>Refocus on Advocacy- for all housing issues</b></p> <p><b>Stretch Goal- Podcast</b></p>