

# Mission

# Strategy

# Actions

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">End violence against women through intervention, prevention and community engagement.</p>	<p style="text-align: center;">Increase Engagement</p>	<p style="text-align: center;">Services and Support for Survivors</p> <ul style="list-style-type: none"> <li>Survivor input to drive direction and delivery of services</li> <li>Sexual Assault Campaign</li> <li>Increase resources available for survivors</li> </ul>	<ul style="list-style-type: none"> <li>✓ Survivor focus groups twice annually</li> <li>✓ Review of focus group input &amp; determine plan</li> <li>✓ Determine audience for SA campaign</li> <li>✓ Determine most effective messaging for each audience</li> <li>✓ Track progress of SA campaign and effectiveness</li> <li>✓ Identify most needed resources from focus groups</li> <li>✓ Develop plan to access those resources</li> </ul>
		<p style="text-align: center;">Prevention and Education</p> <ul style="list-style-type: none"> <li>Increase bystander skills</li> <li>Engage more groups within the community in our mission</li> <li>Expand audiences involved with ending violence against women</li> </ul>	<ul style="list-style-type: none"> <li>✓ Identify individuals and groups to engage in the Green Dot Campaign</li> <li>✓ Develop strategy/timetable for implementation of Green Dot</li> <li>✓ Identify groups for presentation and recruitment to the cause/mission</li> </ul>
	<p style="text-align: center;">Increase Financial Stability</p>	<p style="text-align: center;">Fundraising</p> <ul style="list-style-type: none"> <li>Increase sponsorships</li> <li>Increase financial stability</li> <li>Create and implement one new fundraiser</li> </ul>	<ul style="list-style-type: none"> <li>✓ Develop plan for sponsorships: who, what, why, where and how</li> <li>✓ Implement the sponsorship plan for Soup for the Souls</li> </ul>
		<p style="text-align: center;">Job Training &amp; Micro-enterprise</p> <ul style="list-style-type: none"> <li>Update business plan</li> <li>Increase # of products available with larger profit margins</li> <li>Expand outlets</li> <li>Identify &amp; find resources to support trainees</li> </ul>	<ul style="list-style-type: none"> <li>✓ Update strategic plan</li> <li>✓ Present to board</li> <li>✓ Develop calendar for implementing the strategic plan</li> </ul>
	<p style="text-align: center;">Maintain Efficacy of the Organization</p>	<p style="text-align: center;">Leadership Transitions</p> <ul style="list-style-type: none"> <li>Ensure organization moves forward in a healthy way</li> <li>Develop plan &amp; funding to phase in new leadership</li> <li>Develop screening process &amp; team</li> <li>Board recruitment</li> <li>Identify priorities for new leadership</li> </ul>	<ul style="list-style-type: none"> <li>✓ Review literature for leadership transitions</li> <li>✓ Develop timeline and list of what needs to be done</li> </ul>

