The LeeShore Center















Strategic Goals 2023 – 2025



**Our Collective Voice**

On December 16, 2022 the Board of Directors and staff of The LeeShore Center met to develop strategic goals for the organization for the twenty-four months. As part of the process, both Board and staff analyzed the organization’s strengths and weaknesses, reaffirmed the organization’s vision, mission and purpose, and set a direction for enhancing strengths and overcoming challenges. This document synthesizes that work and reflects the collective voice of The LeeShore Center.

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PROJECT NAME

**Our Vision**  
To be an instrument of change on the Kenai Peninsula to create a non-violent community where all individuals are treated with respect and basic human dignity**.**

**Our Mission Statement**

To promote healthy families and a violence free community while providing a safe haven for victims of domestic violence and sexual assault.

**Our Beliefs**

We believe

* in treating all people with respect;
* in helping to create an educated and aware public; and
* in empowering those that have been oppressed while striving to eliminate domestic abuse and sexual assault.

**Our Strengths**

* Ongoing services and future oriented
* Community partnerships and in-schools
* Critical core services
* Increase services for male victims
* Mental health services for children
* Quality leadership and staff; longevity
* Prevention work
* Legal advocacy
* Known in community: services since 1985
* 24-hour crisis intervention

**Our Strategic Goals**

1. **Increase operational funds and resources.**

* Develop more sustainable funding sources.
* Develop sustained fundraising efforts.

1. **Expand prevention efforts to grow and strengthen community partnerships.**

* Participate in state and local prevention efforts.
* Increase diversity of community partnerships through networking efforts.
* Expand social media efforts around prevention.

**Board Self Improvement Plan:**

**1. Increase board membership**

* Donor list
* Membership list
* Law enforcement
* 1:1 discussion
* Volunteers

**Accountability**

We will ensure accomplishment of our goals by…..

* Using these goals as the foundation of our work;
* Developing objectives and action plans upon final approval of Strategic Goals by the Board;
* Monitoring progress toward the goals at every Board meeting;
* Seeking feedback from clients and collaborators about our programs and services.

**Our Planning Process**

LeeShore Board, Executive Director and staff were committed to a process that would allow for meaningful input and result in a new plan to reflect The LeeShore Center’s direction for the next twenty-four months.

Timi Tullis (T2: Timi’s Training and Facilitations) provided facilitation of the planning effort. A final document was presented to the Board for review and was adopted by the LeeShore Board of Directors on 1/25/23.