



## **2019 – 2023 Strategic Plan**

**Approved by the Board of Directors**

**February 4, 2019**

## **Table of Contents**

**Mission.....page 3**

**Values.....page 3**

**Vision.....page 4**

**Strategic Objectives.....page 4-5**

**Championing the Cause!.....page 5-6**

**Program Appendix.....page 6-7**

## **Women and Family Life Center's Strategic Direction**

### **MISSION (Why We Exist)**

Women and Family Life Center (W&FLC) empowers women and families to face challenges and transitions in their lives with strength and confidence within our safe and intimate setting on the Connecticut Shoreline. Through our programs and resources our Center ensures that:

- Women and families in crisis move to new strength
- Life transitions become a time of positive change during a time of isolation, fear, and financial distress
- Women and families are able to access a strong network of support, education, and community

### **VALUES (What Core Beliefs Will Guide Us)**

**EMPOWERMENT:** We are committed to helping women and families access the resources they need to reach their full potential.

**EMPATHY:** Our work is driven by the needs, concerns and opinions of the women and families we serve and represent.

**RESPECT:** We will treat our participants, funders, colleagues, partners and all other stakeholders with respect. We will learn from their ideas and perspectives, communicate honestly and transparently and value all that contribute to our work and mission.

**COLLABORATION:** We will be a strong and accountable partner. We will determine our best role in each relationship, emphasize inclusivity, accept diversity of opinion and work toward meaningful and measurable outcomes.

**EQUITY:** With an understanding that not everyone starts at the same position or requires the same amount of help to reach their potential, we believe in providing women and families what they need to reach their full potential.

**EQUALITY:** We are committed to promoting diversity and inclusion in our organization and provide equal opportunity to people of all races, ethnicities, religions, genders, sexual orientations, gender identifications, abilities, incomes, marital statuses, ages, geographic locations, philosophies, and veteran statuses in all levels of staff and governance. Our Board of Directors and Staff are committed to the belief that the wide array of perspectives resulting from diversity and inclusion allows our organization to be more effective.

**EDUCATION:** We will continue to educate ourselves, as well as our partners, on local, state and federal resources and policies that could impact the women and families we serve.

## **WOMEN and FAMILY LIFE CENTER'S VISION (What We Hope to Achieve)**

**Vision for Women and Families** – Women and Family Life Center envisions a world where life transitions and crises for women and families become less about uncertainty and doubt and more about hope, positive change and community. We believe that where you are today does not determine your future. Through education, support, community and a little fun and laughter, women and families gain the strength, knowledge and skills to stand up for themselves and others. They strive for a better life and set out on a path toward greater access to economic security and success, freedom from violence and harassment, access to safe and affordable housing and a stronger, more supportive community network.

**Vision for Our Organization** – In order to have a greater impact and make a measurable and meaningful difference in the lives of women and families on the CT Shoreline, by 2030, W&FLC will be:

- The leading resource center on the Shoreline for women and families in transition or crisis, regardless of income or access to resources.
- The most respected, trusted, effective and sought-after leader and partner on the Shoreline for issues impacting women and families.
- A model for partnering with private and public resources on the Shoreline to address the needs of women and families.
- A high-quality provider of appropriate programs to meet the needs of women and families across the Shoreline.
- Stewards of a financially sustainable organization, one with a reliable, diversified asset and income base, a strong reserve fund, and fiscally sound policies and procedures.
- A team (Board of Directors and staff) committed to our values of equality.

## **2019-2023 STRATEGIC OBJECTIVES**

**Demonstrating Leadership on the Shoreline** – Women and Family Life Center will lead the Shoreline community in providing resources and assistance for women and families. We will be the lead voice advancing opportunities for women and families.

**Providing Focused Programming** – Women and Family Life Center will align its programs and services with the organization's mission and vision, the needs of its constituency, opportunities for impact, organizational capabilities and financial sustainability.

**Building Capacity** – Women and Family Life Center will strengthen its internal capacity & infrastructure to support the achievement of program priorities.

**Growing Financial Resources** – Women and Family Life Center will identify and grow the appropriate mix of financial resources to meet the organization's immediate and long-term operational needs. We will build/maintain a healthy reserve fund and investment fund.

**Making a Meaningful Impact through Advocacy** – Women and Family Life Center will identify issues impacting women and families throughout the Shoreline community and will advocate for systemic change at the local, state and federal level to ensure the women and families we serve have every opportunity to achieve access to affordable and safe housing, economic security and success, affordable, quality healthcare, especially mental health care, and are free from violence and harassment.

**Raising Awareness** – Women and Family Life Center will raise awareness that we are a resource across the Shoreline, and will engage a broad cross section of leaders, organizations, institutions and individuals in its mission.

**TO ACHIEVE OUR VISION, OVER THE NEXT FIVE YEARS W&FLC WILL:**

The Women and Family Life Center aims to provide programs that will address the following issues that impact women and families on the CT Shoreline: economic security and success, access to safe and affordable housing, freedom from violence and harassment and building community and confidence.

**1. Expand Focused Programming:**

Women and Family Life Center has seen great success and growth in demand for our Guided Assistance Program (GAP) and other one-on-one programs. Our goal over the next five years is to expand GAP and our other one-on-one signature programs to serve sixteen (16) Shoreline towns of: East Haven, North Haven, North Branford, Branford, Guilford, Madison, Killingworth, Clinton, Westbrook, Chester, Essex, Deep River, Old Saybrook, Lyme, Old Lyme and East Lyme. Through this expansion, we will begin to serve individuals in their communities through in-depth case management services and other referral programs and services provided by W&FLC. Our programs will focus on measuring impact, outcomes and needs. Our data collection and reporting will inform interested audiences about the impact we have made and the continued needs and gaps in services in the communities we serve.

**2. Build Capacity & Leadership:**

At Women and Family Life Center, we believe we have the potential to become the leading resource center on the Shoreline for women and families.

In order to expand and serve more women and families along the Shoreline, our organization needs to create and maintain a strong foundation and build upon it. One of our strongest assets is the people that work here. We want to grow our team in order to meet the needs of the individuals we serve. We also want to work toward providing staff with essential benefits like healthcare, retirement, professional development opportunities and paid family leave.

Another asset is our Board of Directors. We are dedicated to building a Board of Directors that has a strong commitment to strategic governance, sound financial policies and

procedures and will be outstanding stewards of the organization throughout the community.

Our ability to grow and serve more women and families depends on our financial health and the strength and condition of our infrastructure. W&FLC has made an investment to ensuring that our physical and technological infrastructure is and will continue to be a priority in order to run an efficient and effective nonprofit and better serve the community. Additionally, W&FLC is dedicated to growing and diversifying our revenue through strategic fundraising efforts and sound investments and financial policies.

**3. Make a Meaningful Impact through Advocacy & Awareness:**

We recognize that as an organization, although we will do our best to meet each individual's needs, there are some needs that are larger, systemic problems that women and families often face that we may not be able to meet for every client through our direct service. These include: access to safe and affordable housing, freedom from violence and harassment, economic security and success, and access to affordable, reliable and quality healthcare, especially mental health care. Therefore, we believe it is part of our duty, to better serve our neighbors, to engage in advocacy on these issues at the local, state and federal level. Through our Board, staff and volunteers we will be a voice for those who are not able to speak for themselves, and we will work to improve outcomes for women and families, specific to the issues listed above, across the Shoreline, the state and the country.

To further our mission and impact and increase awareness of our organization, we will continue to reach out and build strong relationships with other public and private organizations, local, state and federal elected officials, and other stakeholders to collaborate on issues that are impacting the women and families we serve.

## W&FLC outcomes and our programs that impact women and families on the CT Shoreline

KidsHUGS, Hope After Loss, Breastfeeding, Food Allergy Education Network, Music Together, Guided Assistance Program (GAP), Girls Coach Girls Run, Women Recreating Retirement, Adapt, Restart

Adapt (new divorce workshop), Restart, Lawyer Time, Financial Consults, Guided Assistance Program (GAP), Women's Business Development Council

### Economic Security & Success

### Building Community & Confidence

- Programs
- Partnerships
- Advocacy
- Community Engagement

### Access to Safe & Affordable Housing

GAP: Guided Assistance Program

### Freedom from Violence and Harassment

Partnership with the Umbrella Center for Domestic Violence Support Group, Lawyer Time, Restart, Financial Consults, Women's Business Development Council, Guided Assistance Program (GAP)