



STRATEGIC PLAN VISION 2020

VISION: CREATE A COMMUNITY WHERE ALL FAMILIES OF CHILDREN WITH SPECIAL NEEDS THRIVE.

MISSION: VELA EMPOWERS FAMILIES OF CHILDREN WITH SPECIAL NEEDS THROUGH HANDS-ON COURSES, SUPPORT AND COMMUNITY BUILDING.

	OPERATIONS	COMMUNITY PARTNERS	INVESTMENT	PROGRAM DEVELOPMENT	BOARD EXCELLENCE
	Established organizational policies and processes and capacity building are the foundation for continued sustainability and growth.	We are trusted partners of educational, healthcare, social service agencies as well as the community of families of children with special needs.	We are driven by a diverse sustainability model that attracts partners, volunteers and investors.	We provide replicable peer to peer family centered family empowerment programming that create change in families and systems.	An active and diverse board leads with effective vision and strategy for mission impact and sustainability.
3 YEAR GOALS	<ul style="list-style-type: none"> Strengthen operational and financial policies Assess programming location/ geography/ community need to determine where to serve 	<ul style="list-style-type: none"> Create collaborative programmatic partnerships for best mission impact Engage in active storytelling for community engagement, impact reporting and mission sharing Develop sustainable and effective outreach and recruitment activities 	<ul style="list-style-type: none"> Strengthen and sustain corporate and foundation partnerships Cultivate long term donor and investor relationships Establish contracts for onsite workshop delivery for schools 	<ul style="list-style-type: none"> Integrate into schools in our community to expand services Formalize replicable curricula, metrics and teaching strategies to develop train a trainer model Engage in ongoing development of innovative projects and programs based on community need via collaborative partnerships Develop "Train a trainer" model for program scaling 	<ul style="list-style-type: none"> Advance board member growth & learning for expanded impact Champion organizational growth through strategic business development and outreach Strengthen board health through succession planning and board member engagement Ensure board diversity is a key element of recruitment and engagement
2019 OBJECTIVES	<ul style="list-style-type: none"> Streamline organizational policies and HR practices by end of Q2 ED will hire and onboard a FT Director of Programs in Q3 Staff and BOD will evaluate physical program location by end of Q3 and submit recommendations 	<ul style="list-style-type: none"> Develop and establish formal partnership agreements with all current and new partners by end of Q2 Establish MOU partnerships with at least 3 school districts and 1 charter school by end of Q3 Launch new website by start of Q2 Develop and implement a new communications plan by start of Q2 Develop and implement goals for the "Parent Champions" program by end of Q2 Increase program enrollment at current location by 30% by Q4 	<ul style="list-style-type: none"> Executive and monitor progress on VELA's Fundraising Plan through Q4 Develop and implement a pricing model for off-site programming by end of Q2 Apply for at least 5 new foundation grants and secure at least 2 by end of Q2 Launch Sustainable Monthly Giving Online Campaign by end of Q2 and secure 10 new donors Secure 5 new corporate funders by Q2 	<ul style="list-style-type: none"> Develop and offer new course about transitioning to adulthood by end of Q4 Add Taking Care of You Workshop to serve English-speaking families by Q2 Review current metrics and expand measures to include workshop models by end of Q3 Formalize written template for "VELA on the go" program process by end of Q2 Develop and implement a model of integrated services with feasible outcomes by end of Q3 Research and document resources needed for development of Train the Trainer program by end of Q2 Research and document at least 3 digital platforms for selection of one for program service delivery by end of Q3 	<ul style="list-style-type: none"> Develop and establish a succession planning plan for ED and board members by end of Q3 Develop & implement board learning topics by Q2 Evaluate ED & board performance by Q4