



# STRATEGIC PLAN VISION 2020

**VISION: CREATE A COMMUNITY WHERE ALL FAMILIES OF CHILDREN WITH DISABILITIES THRIVE.**

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

	OPERATIONS	COMMUNITY PARTNERS	INVESTMENT	PROGRAM DEVELOPMENT	BOARD EXCELLENCE
	Established organizational policies and processes 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
<b>3 YEAR GOALS</b>	<ul style="list-style-type: none"> <li>Strengthen operational and financial policies</li> <li>Assess programming location/ geography/ community need to determine where to serve</li> </ul>	<ul style="list-style-type: none"> <li>Create collaborative programmatic partnerships for best mission impact</li> <li>Engage in active storytelling for community engagement, impact reporting and mission sharing.</li> <li>Develop sustainable and effective outreach and recruitment activities</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen and sustain corporate and foundation partnerships</li> <li>Cultivate long term donor and investor relationships</li> <li>Establish contracts for onsite workshop delivery for schools</li> </ul>	<ul style="list-style-type: none"> <li>Integrate into schools in our community to expand services</li> <li>Formalize replicable curricula, metrics and teaching strategies to develop train a trainer model</li> <li>Engage in ongoing development of innovative projects and programs based on community need via collaborative partnerships</li> <li>Develop "Train a trainer" model for program scaling</li> </ul>	<ul style="list-style-type: none"> <li>Advance board member growth &amp; learning for expanded impact</li> <li>Champion organizational growth through strategic business development and outreach</li> <li>Strengthen board health through succession planning and board member engagement</li> <li>Ensure board diversity is a key element of recruitment and engagement</li> </ul>
<b>2020 OBJECTIVES</b>	<ul style="list-style-type: none"> <li>Streamline organizational policies and HR practices by end of Q2</li> <li>ED will hire and onboard a FT Director of Programs in Q4</li> <li>Staff and BOD will evaluate physical program location by end of Q4 and submit recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Establish MOU partnerships with at least three school districts and one charter school by end of Q3</li> <li>Develop and implement comprehensive communications plan by start of Q2</li> <li>Establish partnership agreement with one healthcare partner for program delivery by Q3</li> <li>Develop and implement goals for the "Parent Champions" program by end of Q4</li> <li>Increase program enrollment by 30% by Q4</li> </ul>	<ul style="list-style-type: none"> <li>Executive and monitor progress on VELA's Fundraising Plan through Q4</li> <li>Develop and implement a pricing model for off-site programming by end of Q2</li> <li>Apply for capacity building grants and secure at least 2 by end of Q2</li> <li>Launch Sustainable Monthly Giving Online Campaign by end of Q3 and secure 10 new donors</li> <li>Host 9th Annual Be the Light to raise funds, create and deepen funding and program partnerships</li> <li>Develop and share VELA's Corporate Partnership Program to secure 5 new corporate partners by Q4</li> </ul>	<ul style="list-style-type: none"> <li>Develop and offer new course about transitioning to adulthood by end of Q4</li> <li>Review current metrics and expand measures to include workshop models by end of Q3</li> <li>Onboard 1-2 new Parent facilitors</li> <li>Research and document resources needed for development of Train the Trainer program by end of Q2</li> <li>Research and document at least 3 digital platforms for selection of one for program service delivery by end of Q3</li> </ul>	<ul style="list-style-type: none"> <li>Develop succession planning plan for ED and board members by Q3</li> <li>Develop &amp; implement board learning topics Q2</li> <li>Evaluate ED &amp; board performance by Q4</li> </ul>