

2020-2025 Strategic Plan

Who We Are ...
Why & How We Do ...
What We Hope To Do

Our Mission:
 To improve the lives of people living with mood disorders.

Our Values:

- ❖ Peer Focus
- ❖ Acceptance
- ❖ Free

Our Key Service:
 Peer-led Support Groups

Our Vision:
 Promote & support *wellness* for people living with mood disorders, through *Peer-based Programs, Education, & Collaborative Partnerships*

Internal & External Environmental Forces That Hinder

External Threats:

- Stigma, Fear, & Lack of Awareness
- Pandemic
- Alternative Programs

Internal Weaknesses:

- Lack of Leadership/Volunteer Development Processes
- Lack of Effective Outreach Program
- Lack of Sustainable Funding Diversification

What We Plan to Accomplish

GOAL #1: Hire an Executive Director (ED), along with sustainable funding for the position, by January 2023.

GOAL #2: Increase the number of support groups, to better serve the demographic diversity of the Colorado Springs area, including additional satellite locations and collaborative ventures.

GOAL #3: Incorporate strategic collaborative partnerships to accomplish specific events/activities that focus on fundraising, development, and/or outreach.

How We'll Know We've Reached Our Goals

Measurement 1.1: Funding obtained, and contracts approved by the Board, by June 2022.

Measurement 1.2: ED job description approved by the Board, by June 2022.

Measurement 2.1: Post-pandemic, add at least one new support group that differs from the current orientations. **[Support Group Team]**

Measurement 2.2: Conduct the annual survey by October of each year, to assess differences in demographics and satisfaction. **[Admin Team, w/the Support Group Team]**

Measurement 2.3: Monitor and provide guidance about post-pandemic re-openings at every Board meeting until all face-to-face meetings resume. **[Board of Directors]**

Measurement 3.1: Funds obtained from the collaborative events will increase annually. **[Funding Team, w/the Outreach Team]**

Measurement 3.2: At least one-third of our funding be obtained from sources other than grants by Dec 2022. **[Funding Team, w/the Outreach Team]**

How We Will Achieve Our Goals

Initiative 1a. By Jan 2022, diversify funding sources, with emphasis on online platforms in order to obtain sustainable funding to hire an ED. **[Board of Directors]**

Initiative 1b. By Summer 2021, engage a part-time marketing director in order to grow support group attendance, specifically in diverse communities, and to increase our funding sources, as a progression towards hiring an ED. **(Board of Directors)**

Initiative 1c. Recruit and develop specific skills/qualities in board members, by Jan 2022 to include demographic diversity, fundraising, accounting, and legal. **[Board of Directors]**

Initiative 2a. Obtain a central facility that has, at minimum, an administrative area, resource center, and a meeting area, by Summer 2023. **[Board of Directors]**

Initiative 2b. Re-energize participation in the Quarterly Facilitator Development Program by Dec 2021. **[Support Group Team, w/Board of Directors]**

Initiative 2c. Refine the mentor visit process to assess the effectiveness of the Facilitator Training/Development process by Dec 2021. **[Board of Directors, w/the Support Group Team]**

Initiative 2d. Post-Pandemic Task Force to develop a Satellite meeting locations plan, in order to foster relationships for satellite groups post-pandemic, presuming face-to-face groups will begin in Dec 2021.

Initiative 3a. Each year, participate in at least one collaborative fundraising/outreach event. **[Outreach Team, w/the Funding Team]**

Initiative 3b. Refine our process to create and sustain an effective presence on social media platforms by Dec 2021, specifically incorporating teen volunteers. **[Outreach Team and/or Marketing Director]**

Initiative 3c. Develop and implement processes to maintain the Hospital Visitation Program, to include volunteer recruitment, training, and appreciation, by February 2021. **[HVP Coordinator, w/the Outreach Team]**

Internal Strengths:

- Variety of free, peer-led support groups
- Established, sustainable processes & services
- Peer-run

External Opportunities:

- Demographic Diversity of Colorado Springs
- Growing Awareness About Mental Illness
- Rising Healthcare Costs; Pandemic Response

Internal & External Environmental Forces That Help