

**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**

GOAL #1: To assure the future of DBSA-CS, hire an Executive Director (ED), along with sustainable funding for the position, by early 2025. [Board of Directors]

GOAL #2: Double the number of trained facilitators through volunteer recruitment, development, and retention, to better serve the demographic diversity of the Colorado Springs area, by Dec 2022 [Support Group Team].

GOAL #3: Incorporate strategic collaborative partnerships to accomplish specific events/activities that focus on outreach and development, by December 2024. [Board; Outreach; Marketing]

GOAL #4: Obtain a central facility that has, at minimum, an administrative area, resource center, and a meeting area, by December 2024. [Board of Directors]

Initiative 1a. Diversify funding sources, including increase of online platforms in order to obtain sustainable funding to hire an ED, by June 2023. **[Board of Directors; Funding Committee; Marketing]**

Initiative 2a. Launch a Facilitator Recruitment Process by July 2023, to ensure that all support groups have a team of at least 2 facilitators. **[Support Group Team]**

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

Initiative 4a. Establish sustainable funding, to afford the central facility, by May 2024. **[Board of Directors; Funding Committee; Marketing]**

Initiative 1b. Secure immediate funding to sustain 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, by May 2022. **[Board of Directors; Funding Committee]**

Initiative 2b. Increase the participation in the quarterly facilitator meetings, so that 100% of the facilitators are attending meetings as per policy by July 2024. **[Support Group Team]**

Initiative 3b. Refine our process to create and sustain an effective presence on social media platforms by Dec 2022, specifically incorporating teen volunteers. **[Outreach, w/Marketing]**

Initiative 4b. Create a task force to obtain a central facility that has, at minimum, an administrative area, resource center, and a meeting area, by May 2024. **[Board of Directors]**

Initiative 1c. Compile sample job descriptions, advertisements, and contracts to hire an ED, by mid-2024. **[Board of Directors]**

Measurement 2.1: Each support group has a team of at least 2 facilitators. **[Support Group Team]**

Initiative 3c. Develop and implement processes to maintain the Hospital Visitation Program, to include volunteer recruitment, training, and appreciation, within 6 months of the lifting of all pandemic-related restrictions. **[HVP Coordinator, w/the Outreach Team and Marketing]**

Initiative 3d. Recruit and develop specific skills/qualities in board members, by June 2022 to include demographic diversity, fundraising, accounting, and legal. **[Board of Directors]**

Measurement 4.1: Funding obtained by 4th quarter 2024.

Measurement 1.1: Funding obtained by Sept 2024.

Measurement 2.2: Quarterly report to the Board on number of facilitators, by group, until each support group has sustained a team of at least 2 facilitators. **[Support Group Team]**

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

Measurement 4.2: Contracts signed by the Board, in December 2024.

Measurement 1.2: ED job description approved by the Board, by late 2024

Measurement 2.3: Quarterly report to the Board on percent participation in the quarterly trainings. **[Support Group Team]**

Measurement 3.2: At least one-third of funding is obtained from sources other than grants each year. **[Funding Team, w/the Outreach Team and Marketing]**

Measurement 1.3: Contracts approved by the Board, by early 2025.

Internal Strengths:

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

Internal Weaknesses:

- Lack of volunteer development processes
- Lack of sustainable central facility
- Lack of sustainable funding diversification

External Opportunities:

- Demographic diversity of Colorado Springs
- Growing awareness about mental illness
- Rising healthcare costs; Pandemic response

External Challenges:

- Stigma, fear, & lack of awareness
- Pandemic
- Alternative programs