



2020 – 2022 Strategic Plan

Mission – My Sister’s Place (MSP) shelters, supports and empowers survivors of domestic violence and their children, while providing leadership and education to build a supportive community.

Priority Area	Goal/Outcome	Indicators	Strategies
Long Term Sustainability	1- Increase and diversify funds	<p>Increase funding from individuals, foundations, corporations and events by 10% each year</p> <p>*as of end of Aug – Individual donations have increased by 33% (from \$286K to \$383K) Foundations support is slightly down - \$156K vs. \$187K) Corporations \$1500 vs \$0</p> <p>*as of Jan 2021 - Continue to do well – need plan to increase corporate outreach/donors - corp \$6K (+\$4,500 over last yr) -Ind \$207,481 (+\$30K over last yr) -Foun \$130,715 (+\$100K over last yr)</p> <p>Regular funder meetings with staff/board Have had a few phone calls w/staff Need to create plan to schedule meetings/check-ins</p> <p>MSP invited to committees/work-groups ML asked to join DC DV Coali board Toshira asked to serve on DC DV Fatalities Board</p> <p>MSP PR plan</p>	<p>Create donor and corporate engagement plans</p> <p>Meet with foundation contacts and identify 10 new prospects/year</p> <p>Explore grants specific for services – trainings, trauma education</p> <p>Develop annual giving events/activities</p> <p>Raise our profile with funders – mtgs with DC Council, Mayor, other funders</p> <p>Elevate brand</p>

		<p>No update No update – need to create plan</p> <p>** Engaged Spark Point Fundraising to do fundraising assessment – see attached Recommend hire dvlpmt staff – looking to hire Dvlp Dire and engage Spark Point further</p>	
	2- Build reserves/evaluate amount annually	<p>Six months of operating expenses in reserve account</p> <p>Based on current budget (including client rents) monthly exp = \$254K – currently have \$207K in Premier acct, \$567K in Citi – hoping to move \$300K to “reserve” for total of \$507K (about 2 months of reserve)</p> <p>Jan board meeting – approved reserve policy and designated a total of \$515K as reserves – six months operating goal is \$900K</p>	<p>Build reserve amount into budget</p> <p>Maintain reserve fund and contribute annually</p>
	<p>3- Decide if need to add another shelter/expand capacity (renovations vs new shelter)</p> <ul style="list-style-type: none"> Create plan to fill unmet need identified in DV Housing Needs Report of 30 additional shelter beds 	<p>Facilities need and analysis plan</p> <p>Options on shelter expansion</p> <p>No update</p> <p>Dec/Jan took steps to look into building next to shelter – on hold, waiting to see if other buyer completes purchase – need to decide if we should look at other opps</p>	<p>Identify organization to evaluate geographic scope of programs (DC vs DC Metro) – evaluate need and ability to respond to need</p> <p>Analysis and research of potential ways to provide additional shelter beds</p>
Organizational Effectiveness	1- Up-to-date programs and policy manuals for all programs	<p>Manuals (and process for updating) exist for all programs, Emergency plan – Continuity of Operations (COOP)</p> <p>Have updated program and HR manual</p> <p>Have Emergency and COOP plan, Financial policies, need to identify what programs have completed manuals, what needs to be done</p>	<p>Create documentation of programs and policies</p>
	2- Recognized as Leader in DV Community (programs, trainings, etc.)	<p>MSP is asked to participate in funding/DV groups/events</p> <p>Received additional grants from DHS and Commun Partnership</p> <p>On board of DCDV Coalition</p> <p>MSP training is sought out</p> <p>No update</p>	<p>Prioritize evaluation and impact and communicate to community</p> <p>Ensure staff present/lead in DV community events and groups</p> <p>Enhance and expand trainings in community</p>

		Not offering trainings during Covid – may want to revisit if MSP is in best position to offer trainings	Ensure staff receives best/latest trainings
	3- Recognized as Employer of Choice in DC area DV community	<p>Low turn-over and high demand for vacant positions</p> <p>Have hired 5 new staff in past 6 months/2 staff moved to new positions</p> <p>Added 401K match</p> <p>Deploying Lattice platform</p> <p>Have begun quarterly evaluations and produced a comprehensive staff survey in Dec to get a baseline of staff satisfaction – will survey each quarter</p>	<p>Review staff retention, compensation, leadership development, organizational culture, succession planning</p> <p>Create system to evaluate employee satisfaction and how to improve</p>
Programs and Services	1- Launch/increase mobile DV services	<p>MSP has structured mobile DV programming</p> <p>New FRSP grant more than doubled commm programming</p> <p>Covid has led to virtual case management, art therapy, etc</p>	<p>Increase programming in community</p> <p>Develop/enhance mobile advocacy program</p> <p>Seek funding for mobile advocacy</p>
	2- Expand and enhance Volunteer Program	<p>MSP volunteer program supports all programming and is highly sought</p> <p>Hired Volunteer pgrm manager</p> <p>Volunteers groups/individuals become donors</p> <p>Covid has limited volunteer interactions – need to look at increasing volunteer opportunities w/Covid restrictions</p>	<p>Enhance volunteer training, communication and opportunities</p> <p>Engage volunteers in giving</p>

Oct 2020 Updates

Jan 2021 Updates