

MISSION

The mission of Alpha Home is to offer **our community recovery**, hope, and healing through spiritually based drug and alcohol treatment and support.

VISION

Our vision is a **community** in which sustainable recovery is always possible.

VALUES

Spirituality, Compassion, Integrity, Respect and **Inclusivity** are the core values we live by.

What Sets Us Apart?

Gender specific programs

Over 55 years of service and Experience

Usatine Wellness Clinic provides primary care

Services are based on the ability to pay

Excellent Recovery services

Priorities

Development and Marketing

- Redesign website to simply giving & increase social media presence
- Increase individual donor base/new donors support by 15%
- Improve reputation
- Add additional fundraising event
- More targeted fundraising events

Infrastructure

- Complete IT infrastructure project
- Create a capital campaign for facility maintenance & repair \$300k
- Upgrade technology platforms donor software
- Upgrade computer systems

Programs & Services

- Intensive outpatient expansion
- Improve admission process for no shows (stacking)
- Implement a medication assisted treatment
- Increase partnerships with criminal justice system
- Improve peer support with coaches

Finance

- Provide program costing data for decision makers & funders
- Create capital budgets
- Support capital improvements by providing summary data & financing options
- Continue clean audit to increase efficiency
- Update finance procedures

Strategic Plan
Overview 2020-2025

Long Term Growth and Planning

Key Measurements

Increased donor base and donor revenue
Increased market awareness

Managed growth of facilities, staff and client base

of clients completing their programs
completing OP/Residential

Compliance with non profit GAAP