2023 Goals and Objectives

PRIORITIES FOR ALL BOARD AND STAFF

Engage more seminarians and college students and faculty in VICPP (Lead: Terri Erwin)
- Engage 100 students in an in-person College Day of Action
- Figure out ways to affiliate campus groups.
- Deepen connections with Virginia’s seminaries in demonstrable ways.
- Recruit at least one young leader for the Board.
- Engage college and seminary groups in VICPP actions in at least 15 schools.
- Explore interfaith solidarity work around hate crimes.
- Figure out a unique “added value” for VICPP in civic engagement.
- Develop strong relationships with the faith-based religious networks – MSA, Hillel, Wesley, Newman Centers, etc.
- Figure out how VICPP can push on higher education in prisons using the new Pell monies.
- Develop district-based analysis of potential student political impact.
- Design a process for determining student issue priorities and explore including in priorities.
- Develop a field experience program to market to seminaries and an internship program for colleges.

Deepen making racial equity an integral part of the organization and its work (Lead: Dora Muhammad & Board Racial Equity Committee)
- Support and encourage the board and staff to participate in learning opportunities about racial equity.
- Continue deepening connections and engagement with Black organizations, especially the NAACP, Black fraternities and sororities, primarily through VICPP’s policy work.
- Develop racial equity teams in each chapter to connect chapter racial equity group members to collaborate statewide in each of the four focus areas.
- Strengthen relationships with tribes and communities of color through partnerships with existing social justice groups and initiatives.
- Recruit at least one Native leader for the Board.

Engage VICPP in relational (non-partisan) civic engagement work. (Lead: Robert Lester)
- Partner with other organizations in ten candidate forums.
- Experiment with ways to promote same day registration.
- Recruit 300 pastors for 100 percent voting congregations – preaching, using technology, texting, etc.
- Engage HBCUs and seminaries in “Campus All In” efforts. Engage diverse faith-based organizations in the existing Campus All-In programs.
- Make use of videos from denominational leaders.
- Master use of the VAN so we can do our own work in the VAN.
ADVOCATE JUST POLICIES & PRACTICES IN VIRGINIA

Keep focus on the need for a Paid Sick Day standard. (Lead: Jase Hatcher)
- Support airport workers in their efforts to get living wages and paid sick days.
- Get a strong messaging bill out of the Senate.
- Meet with Delegate Byron in her district about the issue.
- Partner with UFCW on a campaign to get paid sick days in one grocery store chain.
- Include questions about paid sick days in candidate forums.

Position VICPP as a leader in criminal justice reform work. (Lead: Salim Khalfani)
- Partner with the Virginia Solitary Confinement Coalition to pass a bill limiting the use of solitary confinement.
- Build religious support for bill to stop profiteering in Virginia prisons and jails.
- Build structured relationships with the prison ministry groups within Virginia denominations/communities.
- Raise funds for the long-term justice reform work.
- Push the Department of Corrections to take over management of the Lawrenceville prison.

Improve conditions for Virginia’s workers. (Lead: Sheila Herlihy)
- Stay in touch with Delegate Ward and explore possible submission of bill to remove the farmworker exemption for 2024.
- Support workers’ rights to organize by standing in solidarity with workers when invited.

Advocate key health equity policies. (Lead: Dora Muhammad)
- Lead the work to pass a bill on creating a requirement for maternal health professionals to get implicit bias training.
- Support other initiatives to address the crisis of maternal health in Virginia.
- Complete work on JAB initiative, serving as a trusted clearinghouse of information on vaccines and health equity for communities of color.
- Work with Healthcare for All Virginians (HAV) Coalition on its priorities.
- Partner with Richmond Memorial Health Foundation to health equity issues in Virginia.
- Help with Medicaid reenrollment promotion.

Advocate resources to basic human needs - food and housing. (Lead: Sheila Herlihy)
- Support budget requests for Virginia Housing Trust Fund, statewide rental assistance and homelessness prevention.
- Position VICPP as a leader on affordable housing advocacy.
- Build relationships with key players including Habitat for Humanity, Wesley Housing, builder associations, and state leadership.
- Create an inventory of congregations that might be interested in pursuing using their land or buildings for affordable housing.

Help Virginia stop and reduce wage theft. (Lead: Sheila Herlihy)
- Develop three new fact sheets for targeted sectors.
- Figure out how to better track and promote wage theft settlements.
• Continue to staff the wage theft hotline and connect workers with attorneys who can help with wage theft cases.

Promote Living Wages. (Lead: Jase Hatcher)
• Increase the Living Wage certified businesses in Richmond from 54 to 100.
• Partner with VICPP colleagues working with chapters and congregational liaisons to figure out how to engage them more in promoting living wage certification.
• Serve as a pilot for the dual certification with national.
• Adjust rates to the national numbers in November of 2023 (or sooner).
• Raise funds for the local programs.
• Apply for VISTAs to support the program.
• Collaborate with college/university work to recruit and train interns to work with each local committee on outreach and promotion.
• Continue to help revise the Living Wage Toolkit. Draft sections as requested.

Continue to participate in other key coalitions/groups:
• VACIR – immigrant rights (Sheila)
• Virginia Promise – childcare (Kim/Jase)
• Right to Vote – voting rights (Dora/Robert)
• Central Virginia Sanctuary Network (Jase serves as staff liaison)
• VA Community College System Consortium on Higher Education in Prison (Terri)
• Virginia Housing Alliance (Sheila)

EDUCATE, ENGAGE AND EXPAND VICPP'S GRASSROOTS NETWORK

Make Days for All People a Fabulous Event & College Day of Action for 2023. (DFAP Leads: Robert & Kim, College Day Lead: Terri Erwin)
• Test new conference software.
• Recruit 300 people for Day for All People and 100 for Student Day of Action.
• Make the logistics work as seamlessly as possible.

Add 5000 new names to the database. (Lead: Ayesha Gilani Taylor)
• Test ways to use social media to build the database.
• Create petitions on hot issues related to VICPP priorities.
• Use video to expand base.

Expand and Deepen Congregational and Chapter Engagement. (Leads: Dora Muhammad and Sheila Herlihy)
• Increase the number of congregations with liaisons from 140 to 200.
• Create opportunities for liaisons to build community and learn from one another, including testing liaison gatherings in regions.
• Engage liaisons in helping build the database and increase participation (for both regional and virtual actions).
• Offer toolkits for four events and have more than five congregations participate in each.
• Reach out 10 interfaith associations around the commonwealth and seek to affiliate five.
• Hold a chapter retreat.
• Test ways to send more written reports to congregational liaisons.
Engage the base during the General Assembly. (Leads: Kim, Ayesha, Dora)
- Recruit and support at least 10 Witness at the Capital volunteers.
- Reactivate and engage 100 social media volunteers.
- Hold weekly calls with chapter leaders and liaisons.
- Do a weekly live video broadcast (or some regular basis) updating folks on current issues.

STRENGTHEN THE STAFF AND BOARD

Increase engagement of the board. (Lead: Executive Committee)
- Ensure that all committees are adequately staffed and supported.
- Organize regional dinners with donors hosted by board members.
- Pair staff and board members to meet with donors.
- Recruit board members to reach the maximum of 30.
- Establish and engage a new Emeritus Board.

Increase staff collaboration and teamwork. (Lead: Kim)
- Hold one two- or three-day staff retreat.
- Seek appropriate balance of in-office and remote work.
- Meet for lunch regularly during the General Assembly.

Improve the office working environment. (Leads: Kim and Keisha)
- Raise funds to do office upgrades.
- Replace the flooring, build conference room, add room in basement and put solar panels on roof.

RAISE FUNDS AND MANAGE THE ORGANIZATION

Raise $985,000 to meet the budget. (Lead: Kim Bobo)
- Raise $560,000 from foundations. Develop plans to raise (at least):
  o $50,000 for criminal justice reform work
  o $50,000 for housing advocacy
  o $30,000 for living wage advocacy
  o $30,000 for engaging young adults
  o $100,000 for civic engagement
- Raise $160,000 from large donors.
- Raise $80,000 from small donors.
- Raise $130,000 from religious sources, including 40,000 from congregations.
- Work with all staff on cultivating relationships with large donors and each staff person helping some with fundraising.
- Test new approaches for online giving.
- Raise $70,000 for building upgrades to meet the $35K (2 to 1) match.

Improve finance and donor systems. (Lead: Keisha Walker)
- Complete audit by June board meeting.
- Clean the database regularly (not just at year end).
- Update financial management memo, if needed.
- Transition to cheaper version of Quickbooks.
- Make sure Guidestar and Charity Navigator are updated quarterly.
Continue to upgrade staff skills and use of database and VAN. (Leads: Keisha and Ayesha)

- Get training in using the voter files.
- Clean dups monthly or quarterly.
- Change districts in database as soon as available in Cicero.