2022-25 Strategic Priorities Summary

Expand Capacity for Peer Support
Increase capacity of chapter and online support groups, with focus on traditionally marginalized groups.

2025 Outcomes
- Increase Online peer support groups by at least 200%
- Expand culture and identity-focused support groups by 500%
- Sustainability criteria for chapters created and 80% met across country
- Measure impact of national Online support groups, build participant wellness criteria, make recommendations

Funding Model
- Fundraising
- Reserves (2023)
- Subscriptions
- Reimbursement
- Corporate programs/EAPs

Expand Resources for Peers Across the Lifespan
Establish culturally responsive metrics, partner with behavioral health centers to evaluate parent/caregiver and older adult programs for historically marginalized groups. Share results.

2025 Outcomes
- Curriculum built for parents/caregivers (2023) and older adults (2024)
- Participants feel prepared and empowered to handle mental health treatment
- Partners report decrease in repeat hospitalizations by 20%
- White paper on parent/caregiver results

Funding Model
- Fundraising
- Grants

Demonstrate Value of Peer Support Specialists
Expand apprenticeship program, Build and expand DOL apprentice program to four states.

2025 Outcomes
- 150 program participants
- 85% of Apprentices completing program earn a credential
- 50% of Apprentices retain employment after 6 months of certification

Funding Model
- DOL
- Foundations
- VA (2024-25)

DBSA WILL DO THIS BY

- Achieving Revenue Growth
- Advocating for policy or systemic change
- Amplifying the peer voice
- Broadening our Reach
- Diversifying our Audience
- Improving Operations
- Strengthening our culture/talent
- Working with and through Partnerships