



The PRACTICAL STRATEGIC PLAN for 2023-2025

Prepared June 2023

Introduction

The Alliance has an annual set of specific, detailed goals and activities and each year we produce a high-level set of goals for the organization and our diverse programs.

High Level Goals for 2023

1. Dedicated Funding Streams for the Family Justice Center Alliance, Camp HOPE America, and the Institute;
2. Websites - Best in the world: social media/Website, Internet strategies Celebrities, YouTubers, Instagram Influencers/Spokespersons;
3. Begin creation of a Development Department;
4. Enhance Culture/Wellbeing Team at the Alliance;
5. Evidence-based research - Increase published research;
6. Integrate DomesticShelters.org fully;
7. Duplicate the H7 Model in California or North Carolina;
8. Develop critical paths for the Hope Coaching Trainings;
9. Promote and Schedule More Hidden Homicide Courses;
10. Develop a development strategy for staff for their long-term pathway at the Alliance.

Alliance - Detailed Goals/Activities

- Increase our DC/state legislative presence;
- Add alliances with other national non-profit organizations;
- Increase research on impacts of collaboration and integration and hope-centered approaches;
- Expand Social Media posts and daily presence;
- Build the best Website - Best in the world of national non-profits;
- Add more trainers to carry the national speaking/training load;
- Hire Property Management Company for H7
 - Identify and complete H7 Retreat Center improvements;
 - Plan and fund more Survivor Retreats;



- Expand our strategic partnership with the Yellow Heart Committee.

Family Justice Center Alliance - Detailed Goals/Activities

- Expand International Alliances;
- Develop Boot Camp/Directors Training Institute;
- Improve Affiliation Process for Centers;
- Pursue college courses and programs on Family Justice Center collaborations;
- Develop more statewide Family Justice Center Networks (modeled after our Network in California);
- Implement Polyvictimization Tool in 20 Family Justice Centers;
- Focus on development of Tribal Family Justice Centers;
- Expand our TTA for Rural Communities;
- Enhance Art/Music focus with replication of Art Heals;
- Art Heals will be a program at the Alliance which will service all FJCs and CHA participants;
- Art Heals will help provide artwork to all Family Justice Centers around the country. We will have proven the efficacy of creative expression to mitigate and heal trauma;
- Create Family Justice Centers in all 50 states.

Training Institute on Strangulation Prevention - Detailed Goals/Activities

- Increase International Alliances
 - Institutes
 - Joint Research
 - Legislation
 - Teams - International Specialists, Experts
 - More work with universities;
- Teams in every state in strangulation cases and Hidden Homicide inquiries;
- Hidden Homicide Project Teams associated with law schools;
- Coercive control analysis conducted in every domestic violence investigation;
- Proactive Criminal justice reform initiatives instead of reactive approaches;
- Expand scope of Institute - DV, SA, CA, HT, EA
- Reach more professionals with training - civil attorneys, child welfare workers, and adult protective services workers;



- All states will have state of the art, best practice legislation on strangulation and suffocation;
- Institute will be the leader in training first responders everywhere, with faculty and experts that can be solicited directly through the Institute;
- An Institute database for expert consultants, including expert witnesses.
- The Institute will be a core component of Law Enforcement training funded by the U.S. Department of Justice.

VOICES Survivor Advocacy Network - Detailed Goals/Activities

- VOICES Chapter in every Family Justice Center
- Every committee hosts a retreat at H7 every 2-3 years

Camp HOPE America - Detailed Goals/Activities

- Develops its own national conference;
- Move closer to Camp HOPE America affiliates in all 50 states;
- Use Camp HOPE America curriculum in more schools;
- Advocate for Camp HOPE America Hope courses in colleges and universities;
- Develop Children's VOICES Chapters;
- College Course on the Science of HOPE;
- Further partnerships with American Camp Association (ACA), Child Welfare Services, Alliance for Camp Health, YMCA, and other national camp organizations;
- Camp HOPE America will become a TTA provider for ACA and CWS;
- Services will expand/develop in a way that we can bring children from foster care to camp safely and fruitfully as well as provide a version of CHA for criminal justice system involved youth;
- Develop a healthy relationships component to all of our CHA programs that includes comprehensive sex education;
- Promote gender neutral cabins;
- Expand international Camp HOPE programs.
- Move forward with planning for Camp HOPE America Village - Texas

DomesticShelters.org - Detailed Goals/Activities

- Expand Wishlist Program to More Shelters and Family Justice Centers;



- Grow social media presence;
- Enhance national partnerships with allied organizations;
- Enhance SEO Strategies.