



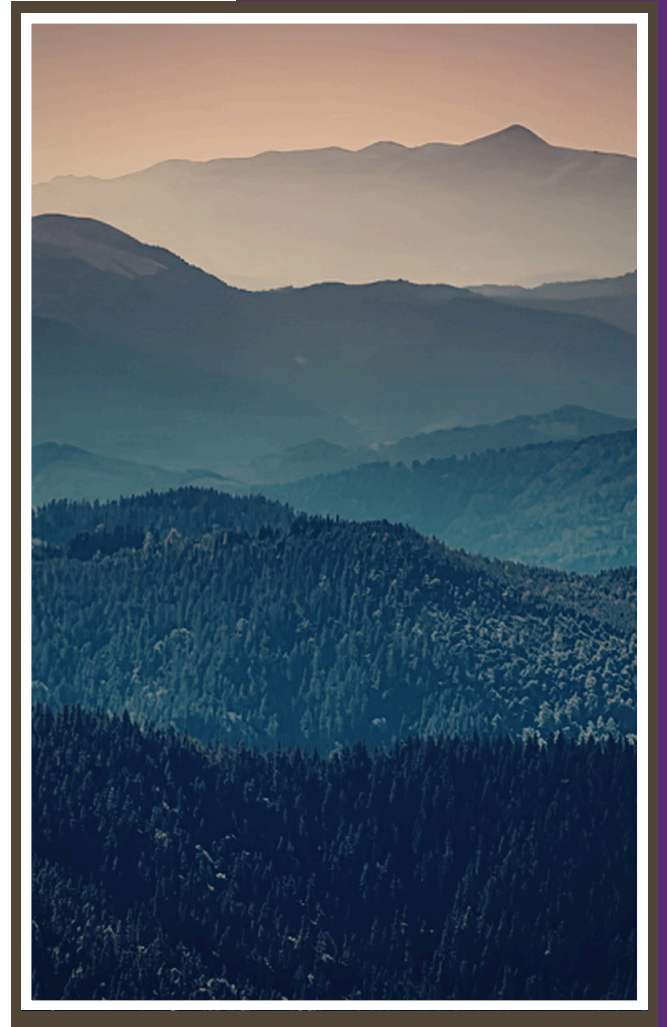
REACH of Haywood County

# STRATEGIC PLAN

## 2025 - 2028

We envision a Haywood County where every person lives free from violence, supported by a community that empowers survivors to heal, thrive, and reclaim their lives.

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# STRATEGIC IMPERATIVE 1

## Expanding Services for Survivors

*We are committed to growing beyond crisis response into long-term safety and healing solutions.*

### Our Focus

- Increasing access to safe shelter
- Creating pathways to stable housing
- Expanding mental health and recovery support
- Strengthening coordinated community care

### Key Goals

- Expand shelter capacity and secure overflow motel partnerships
- Launch a transitional housing initiative
- Increase access to therapy and survivor support groups
- Establish a Coordinated Community Response Team (CCCR)
- Develop a Sexual Assault Crisis Center with healthcare partners
- Train law enforcement in trauma-informed practices

### Why it matters:

Survivors cannot rebuild their lives without safe housing, support systems, and access to healing resources.

# STRATEGIC IMPERATIVE 2

## Increasing Community Awareness and Engagement

*We believe prevention starts with education, visibility, and community connection.*

### Our Focus

- Strengthening public understanding of violence and its impact
- Expanding donor and volunteer engagement
- Building a more informed and responsive community

### Key Goals

- Launch a new website with integrated donor and volunteer tools
- Implement a donor management system to deepen relationships
- Lead community-wide awareness campaigns
- Expand media presence and storytelling through newsletters
- Create and distribute an annual report
- Develop a policy advocacy arm to influence community safety
- Grow and strengthen our Board of Directors

### Why it matters:

When a community understands violence, it becomes better equipped to prevent it and respond to it.

# STRATEGIC IMPERATIVE 3

## Strengthening Financial Sustainability & Operations

*To meet growing needs, we are building a resilient, diversified, and innovative funding model.*

### Our Focus

- Expanding funding streams
- Increasing earned revenue
- Modernizing systems and infrastructure

### Key Goals

- Grow relationships with local and national foundations
- Expand individual giving, including:
  - Monthly giving programs
  - Major donor society
  - Planned/estate giving
- Strengthen annual fundraising strategy:
  - Forify biannual giving campaigns
  - Launch new fundraising events
- Increase revenue and volunteer base at Within REACH Resale Store
- Implement new client and donor data systems for better impact tracking

### Why it matters:

Sustainable funding ensures we can serve more survivors, more effectively, for years to come.