



THE SHELTER FOR ABUSED WOMEN & CHILDREN, INC. STRATEGIC PLAN FY22-24

VISION

A community free from domestic violence and human trafficking

MISSION

Leading and collaborating with the community to prevent, protect and prevail over domestic violence and human trafficking

CORE VALUES

Integrity: We consistently demonstrate integrity in our decisions and actions while embracing a culture that promotes trust, respect, compassion, diversity, and inclusion.

Initiative: We foster an atmosphere where everyone is empowered to take initiative and play a leadership role.

Innovation: We develop innovative solutions to end domestic violence and human trafficking.

I. PEOPLE: Building Upon Our Most Distinctive Strength

Goal: Develop new, innovative ways to attract, retain and inspire staff, board members, volunteers and strategic partners committed to furthering the mission of The Shelter.

Long-term Goal: To be the best nonprofit in Collier County in which to work or volunteer

II. PROGRAMS AND SERVICES: Delivering Even Greater Impact

Goal: Expand and strengthen programs and services to support survivors of domestic violence and human trafficking.

Long-term Goal: The Shelter is known as the leader in supporting the community affected by domestic violence and human trafficking.

III. COMMUNITY EDUCATION & INVOLVEMENT: Cornerstone for Change

Goal: Expand community support through education and awareness to increase public understanding of the scope and impact of domestic violence and human trafficking and to decrease future incidence.

Long-term Goal: Utilize community education and involvement to end domestic violence and human trafficking.

IV. FUNDRAISING AND SUSTAINABILITY: Continuing Our Mission in Perpetuity

Goal: Develop a broad spectrum of support to create the resources needed for a sustainable future.

Long-term Goal: Achieve a broad, sustainable donor base that funds operating and capital requirements and builds The Shelter's endowment.