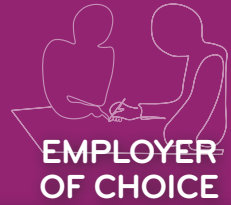


# 2021-2025 STRATEGIC PLAN UPDATE



## EMPLOYER OF CHOICE



## INNOVATIVE & ADAPTIVE BUSINESS MODEL



## BRAND VISIBILITY & ADVOCACY



## DIVERSE, SUSTAINABLE FUNDING

PROGRESS

- Growth as a learning organization
  - Professional development
  - Equity, Diversity, Inclusion and Justice
- Enhanced compensation and benefits
- Investment in recruitment and retention
- Integration of Charles County Team

- Licensed to expand in services and location
- Expanded to Charles County, Eastern Shore and added residential services
- Enhanced core and specialized services
- Strengthened strategic partnerships
- Expanded outreach to people seeking support
- Increased transition to community

- Rebranded to reflect person-centered, community focus
- Investment in communications capacity
- Growing social presence, increased marketing and PR
- Investment in self-advocacy support and initiatives

- Diversification of funding/added residential services
- Investment in foundation to build endowment
- Expanded grant writing capacity
- Combined event revenue back to pre-pandemic levels
- Systems enhancements across organization
- Investment in greenhouse and pottery talent

FOCUS FOR FY 2025

- Shaping and integrating culture
- Continued growth as learning organization
- Recruitment Campaign to expand workforce and retention strategies
- Career Development to deepen talent
- Competitive compensation and benefits
- Equity, Diversity, Inclusion, and Justice work

- Increase mix and depth of services
- Geographic expansion
- Deepen person-centered focus
- Increase numbers of people in competitive, integrated jobs
- Expand self-advocacy work
- Expand Communities of Practice approach
- Risk Management
- New and strengthened partnerships

- Leveraging new brand and market proposition
- Market research and promotion to support expansion
- Marketing campaigns to support recruitment, greenhouse and pottery sales
- Communication to advance advocacy initiatives
- Incorporate EDIJ best practices

- Expand funding sources – government grants and legislative requests
- Relationship mapping and stakeholder development
- Expand fundraising strategies with planned giving and endowment fundraising
- Leverage existing assets



### MISSION

Support people with intellectual and developmental disabilities to discover and live their best lives.



### VISION

All people will have the opportunity to lead meaningful lives with real opportunities to grow and contribute to their communities in ways that are important to them.



### WE BELIEVE...

That all people can be contributing and engaged members of their communities. We believe that, with the right support, all people can work in meaningful jobs, earn competitive wages, and contribute to the world around them. We believe that community is meant for every person, regardless of their ability, and every person should be afforded the opportunity to live, learn, and work in their community. We believe that our Direct Support Staff is the foundation of our work.

