



STRATEGIC PLAN

OUR MISSION IS TO BUILD A CONNECTED COMMUNITY
DEDICATED TO ENHANCING RESILIENCY AND REDUCING THE IMPACT OF TRAUMA

2022
through
2024



ENGAGEMENT

ACTIVATE ACTION THROUGH DEEPER AWARENESS & COMMUNITY CONNECTEDNESS

- Broaden outreach efforts and increase the understanding of Coalition's mission
- Optimize communication methods to promote interest and Coalition visibility.
- Explore ways to expand participation in Coalition events and initiatives



STRUCTURE

IMPROVE CAPACITY AND EFFICIENCY OF COALITION

- Refine, implement, and maintain Coalition infrastructure
- Expand human resources to support effective operations
- Develop sustainable governance structure



IMPACT

STRENGTHEN INDIVIDUAL & COMMUNITY RESILIENCE

- Design activities to meet mission-focused community needs
- Deliver high impact initiatives that equip individuals, organizations, and systems to recognize and respond to trauma and toxic stress
- Lead trauma-informed advocacy efforts



SUSTAINABILITY

ENSURE FINANCIAL VIABILITY TO MEET MISSION IMPACT

- Develop comprehensive financial plan and fiscal accountability processes
- Establish diversified funding streams
- Forge strategic partnerships to maximize shared resources and scope of reach

CORE VALUES

Acceptance

Empowerment

Accountability & Trustworthiness

Collaboration & Inclusion

Compassion