

Strategic Plan

2020-2024

VISION

Everyone in Washington, DC has good health, a stable home, family-sustaining income, and a hope-filled future.



GOAL 1

Improve health and eliminate inequities in health outcomes in under-resourced communities in Washington, DC.



GOAL 2

End homelessness for families in Washington, DC.

MISSION

Community of Hope works to improve health and end family homelessness to make Washington, DC more equitable.



GOAL 3

Innovate, collaborate, and integrate to improve well-being for families and communities.



GOAL 4

Be a strong and sustainable organization, ensuring we have the people, resources, and expertise needed to advance our work.



Strategic Goals and Objectives



GOAL 1 *Improve health and eliminate inequities in health outcomes in under-resourced communities in Washington, DC.*

- ▶ Create access to integrated, culturally competent, and trauma-informed medical, dental, and emotional wellness services.
- ▶ Provide the highest quality, evidence-based care for our patients, focused on healing, wellness, and the social determinants of health.
- ▶ Ensure an outstanding patient experience, built upon respectful and trusting relationships.
- ▶ Inspire hope by integrating emotional wellness supports for families into primary healthcare, schools, and other environments to address trauma, build resiliency, and reduce stigma.
- ▶ Improve maternal and child health, particularly for families of color.



GOAL 2 *End homelessness for families in Washington, DC.*

- ▶ Prevent homelessness through effective targeting of resources to families most at risk of experiencing homelessness.
- ▶ Provide immediate safety and support for families experiencing homelessness through high quality emergency shelter and specialized transitional housing, and help families to quickly return to permanent housing.
- ▶ Assist families to maintain permanent housing and increase their income through supportive services and rental assistance (with programs such as rapid rehousing and permanent supportive housing), and advocate for increased affordable housing.
- ▶ Promote the health and well-being of families who are experiencing homelessness, with a focus on emotional wellness, maternal and child health, and access to primary care.
- ▶ Facilitate connections that strengthen and empower youth to achieve developmental, academic, and social milestones.



GOAL 4 *Be a strong and sustainable organization, ensuring we have*

- ▶ Ensure effective governance by a committed, knowledgeable Board of Directors that is representative of the communities where we work.
- ▶ Recruit and retain great staff by supporting professional development and career advancement; nurturing an inclusive organizational culture; and valuing diversity, promoting equity, and providing a sense of belonging.
- ▶ Create meaningful opportunities for individuals and organizations to learn about the mission, volunteer, and share resources to support our neighbors.
- ▶ Enhance our financial stability through diversification of funding and effective stewardship of resources.



GOAL 3

Innovate, collaborate, and integrate to improve well-being for families and communities.

- ▶ Harness the unique expertise of our housing and health programs and better integrate services, starting with the areas of emotional wellness and maternal and child health for families experiencing homelessness.
- ▶ Transition to a value-oriented, person-centered healthcare system that is focused on access to care, patient satisfaction, and population health outcomes.
- ▶ Build neighborhood-driven, neighborhood-focused collaborations to enhance well-being, with an initial focus on maternal and child health.
- ▶ Develop initiatives to support parents ages 18 to 24 years old and their children who are experiencing homelessness, using a multi-generational approach.
- ▶ Pilot the use of financial assistance for families in order to reduce time in shelter, maintain housing, and increase income.



the people, resources, and expertise needed to advance our work.

- ▶ Provide a solid foundation related to finance, technology, talent management, evaluation, and facilities in order to advance our work.



OUR MISSION

Community of Hope works to improve health and end family homelessness to make Washington, DC more equitable.

OUR VISION

Everyone in Washington, DC has good health, a stable home, family-sustaining income, and a hope-filled future.

OUR APPROACH AND VALUES

- ▶ **We care for families** by providing direct services with a focus on prevention, healing, and wellness.
- ▶ **We improve lives** by building on families' strengths, honoring their choices, and taking a whole-family, multi-generational approach.
- ▶ **We lead and advocate** for system change to address the effects of historical and current racial inequities on health outcomes and housing opportunities.
- ▶ **We embrace the diversity of our community**, welcome all voices and perspectives, and treat everyone with respect, compassion, and integrity.
- ▶ **We strive for excellence** in all that we do, implement evidence-based practices, measure our outcomes, and use this knowledge to continuously strengthen our work.



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