



Will for Hope Strategic Plan Draft – Executive Summary 12-10-22

MISSION

- Offering hope to individuals and families impacted by mental illness through awareness, education, and action

OUR VALUES

- Family Focused: We believe family support is essential to the mental well-being of individuals as well as their family members
- Empathy: We believe being able to recognize, understand and share the thoughts and feelings of one struggling is vital to connect, respond appropriately, and offer help to those in need of support
- Faith: We believe faith is important for healing and hope

OUR EFFORTS

- Organize Mental Health Awareness workshops designed to educate and provide guidance for those suffering and their loved ones
- Assist in access to mental health services, especially for those in need of immediate support
- Offer Peer-to-Peer/Mentoring support that connects those experiencing a mental health crisis or loss to those who have undergone similar struggles
- Provide scholarship funding for inpatient mental health services for those that cannot afford treatment

5-YEAR VISION

- Sponsor 9 mental health awareness programs with the goal of normalizing conversations around mental health, breaking down the stigma, and ultimately reducing suicides
- Connect those suffering and their families to behavioral health resources and to mentors/peers that can help
- Double funding (\$100,000 annual budget) from diverse funding and strong community awareness
- Build a 11-13 member Board, increase volunteers, paid staff, and grow partnerships with churches and behavioral health organizations to expand impact

3-YEAR STRATEGIC OBJECTIVES

- Partnering with churches in delivering 2 family-focused awareness programs in Atlanta, Columbia, and Myrtle Beach while creating online content and programming that can be utilized by other churches and schools, developing a Train-the Trainer program, and creating Peer-to-Peer support groups

- Partnering with and supporting Behavioral Health organizations to make it easier for those in need and their caregivers to access mental health care, including an expanded scholarship program to help fund those that cannot afford these resources
- At least \$80,000 total raised from a combination of fundraising events in all 3 cities that rotate, increased corporate sponsorships and individual giving and foundation support
- 7-9 member Board appropriately engaged, including efforts to build community awareness and access needed resources
- Part-time Executive Director with additional volunteers, including volunteers on Board Committees and Task Forces, and helping to organize program and fundraising events
- Build further awareness of WFH via more frequent social media engagement, community outreach, and promotion/PR of programs and fundraising events

2023 ANNUAL GOALS

- Conduct a church-based awareness event in Atlanta, Columbia & Myrtle Beach (explore having one fundraising event on same week)
- Recruit and properly onboard 4-5 new Board members in January with a rep(s) from each city with mental health, marketing & more nonprofit experience
- Develop an effective Committee Structure and each Committee develops goals for 2023 to support the plan
- Enhance the website, especially with immediate resources if someone is in need with resources for those suffering and loved ones
- Conduct a Music fundraising event in Myrtle Beach in late summer or early Fall
- Create 'talking points'/elevator speech for board members, and develop a condensed annual report at the end of 2023
- Conduct year end funding campaign w/ options to give, including employer matching giving
- Seek grant funding to expand programming, including Train-the-Trainer
- Document success stories
- Enhance the frequency of communication to stakeholders (quarterly newsletter with tips and links to resources) and increased social media presence
- 100% Board giving
- Provide board training – including key roles and fundraising
- Expand partnerships in GA and SC with mental health facilities and resources (see below) to provide mental health services
- Develop a formal volunteer program including subject matter experts on Board Committees (first identifying key tasks to be performed)
- Begin individual giving campaigns, including Giving Tuesday, Amazon Smile and Facebook Fundraiser
- Develop capacity for live-streaming programs
- Proactively seek donations during presentations
- Finalize logic model and evaluation process for outcomes tracking
- Partner with Georgia DBHDD and South Carolina Department of Mental Health to get updated resources and seek their endorsement
- Expand the need-based scholarship fund to other in-patient treatment organizations
- Begin developing a Train-the-Trainer program for 2024 (if funding is available begin in late 2023)
- Develop a plan for a Peer-to-Peer support network