

Working together for  
a community free  
of domestic violence.



2019

Marjaree Mason Center

# STRATEGIC PLAN



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BACK COVER

FRONT COVER

## GOAL 1



# CRISIS INTERVENTION SERVICES

*Provide emergency services that effectively meet the crisis intervention and safety needs of adults and children experiencing domestic violence.*

### OBJECTIVES

- ✓ Strategically increase victims' crisis access and entry points to domestic violence services geographically throughout Fresno County.
- ✓ Develop and execute a plan to provide uninterrupted crisis intervention services 24/7/365.
- ✓ Develop a culturally diverse referral base and culturally appropriate access to emergency services in Fresno County.
- ✓ Enhance services to reduce/eliminate barriers to access.



Marjaree Mason Center supports and empowers adults and their children affected by domestic violence, while striving to prevent and end the cycle of abuse through education and advocacy.

## GOAL 2



# TRANSITIONAL, LONG-TERM AND COLLABORATIVE SERVICES

*Promote ongoing safety and stability of adults and children impacted by domestic violence, and reduce occurrences of domestic violence, through direct services and strategic collaborations designed to address multifaceted needs of survivors.*

### OBJECTIVES

- ✓ Develop a collaborative approach to ensure clients have access to safe housing.
- ✓ Increase culturally responsive care through partnership and linkages, thereby increasing access to the diverse populations in Fresno County.
- ✓ Enhance community case management and services to non-residential clients.
- ✓ Implement service interventions designed for whole families.

## GOAL 3



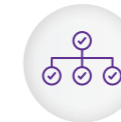
# COMMUNITY AWARENESS, EDUCATION AND TRAINING

*Lead the region in education and training to increase awareness, recognition, and community response to domestic violence, and to strengthen the intervention strategies and capacities of our neighboring and partnering agencies.*

### OBJECTIVES

- ✓ Incorporate awareness of domestic violence risk, impact, interventions and services into standard mainstream community activities and culturally diverse settings and organizations.
- ✓ Promote early intervention through increased delivery of a healthy lifestyles curriculum.
- ✓ Develop and execute a plan for Marjaree Mason Center to assist partner agencies in building their capacity to assist survivors of domestic violence directly or through referrals.
- ✓ Explore and develop partnerships to increase the delivery of adolescent dating violence prevention education and activities that promote healthy relationships.

## GOAL 4



# ORGANIZATIONAL QUALITY AND IMPACT

*Establish and maintain the human, physical and technological infrastructure necessary to promote optimal efficiency and productivity of the agency.*

### OBJECTIVES

- ✓ Implement a quality review plan incorporating data collection to ensure optimal program operations and evaluate and achieve annual metrics each year after:
  - To meet current and future needs of clients.
  - Implement a comprehensive staff training plan to meet service delivery essentials.
  - Ensure contract compliance and funding accountability.
  - To provide transparency in service goal attainment for stakeholders and clients.
- ✓ Complete a wage/benefits analysis to maintain area competitiveness that will be annually reviewed and adjusted as necessary.
- ✓ Establish a professional development and succession plan that increases staff attraction and retention, and decreases agency risk.
- ✓ Identify and implement a plan of technological infrastructure to promote agency connectivity and safety.
- ✓ Provide a welcoming environment and ensure Marjaree Mason Center facilities are accessible, promote efficiency and staff safety, and reduce agency risk.

## GOAL 5



# FINANCIAL HEALTH AND STABILITY

*Develop and execute a financial plan that supports the long-term financial health and stability of Marjaree Mason Center's ability to sustain its mission and goals.*

### OBJECTIVES

- ✓ Develop a 5-year operating and capital financial forecast with Board approved and adopted financial metrics and achieve annual metrics each year after.
- ✓ Develop an endowment to provide permanent supportive resources for the agency operations with a minimum balance of \$250,000.
- ✓ Develop and implement a fund development and stewardship plan to meet agency approved financial metrics.



Marjaree Mason Center is Fresno County's only dedicated provider of comprehensive domestic violence shelter and support services, including education for victims, offenders and youth.

