



Marrakech

Embracing Human Potential

Strategic Plan 2019-2024

Mission: *The mission of Marrakech is to provide residential, employment, support, referral, and advocacy services to individuals with disabilities and people with similar service needs to assist them in exercising their human rights as citizens and contributing members of society.*

Vision: *Marrakech's envisions a world where each person it services will live and work in the community and be accepted by his or her neighbors, co-workers, family, friends and acquaintances for his or her individual qualities and contributions.*

Objective #1

Strengthen Programs

1. Clearly define areas where it seeks greatest impact
2. Develop benchmarks to assess progress
3. Report progress to board for ongoing evaluation

Advance Social Enterprise

1. Explore opportunities to grow current/new opportunities
2. Develop business plans for promising opportunities

Objective #2

Making An IMPACT:

- Everyone is treated equally regardless of ability
- Everyone is employed
- People move from dependence to independence
- There is increased community connection
- No person is left behind
- And any family with a loved one who has a disability has a place

Objective #3

Recruit, Retain & Build Leadership Capacity

1. Evaluate & expand current recruitment process
2. Develop & implement new procedures to attract more talent
3. Identify retention strategies & build leadership program to meet future needs
4. Develop training programs

Develop the Role of the Board

1. Define & reinforce role of board members
2. Provide ongoing board training on roles & responsibilities
3. Assume appropriate fundraising responsibilities

Objective #4

Objective #5

Build Endowment

1. Implement a donor stewardship program
2. Implement an ongoing legacy program
3. Consider a campaign

VALUES

- Dignity
- Integrity
- Inclusive
- Caring
- Community

Cultivate a Collaborative & Acquisition Strategy

1. Evaluate criteria & parameters for a strong collaborative partner
2. Gain an understanding of effective collaborations, mergers & acquisition strategies
3. Consider opportunities within the context of criteria

Objective #6