



[http://savealifeintl.org/en\\_US/](http://savealifeintl.org/en_US/)

## **Strategic Plan and Roadmap**

For the period 2024-2027

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“Rescue those who are being taken away to death; hold back those who are stumbling to the slaughter...”

Proverbs 24:11

## Vision and Mission Description

*Save a Life International* is non-profit based in the United States that supports women in crisis. Our support includes crisis pregnancy support, violence and domestic abuse assistance, and humanitarian aid for mothers and their children. We also aim to educate the youth about sexual integrity and the sanctity of life.

### **Vision:**

To be the leading organization that promotes life and provides help and the safe **and judgement free** environment for the women in crisis pregnancy.

### **Mission:**

We want to be effective instruments in God's hands to:

- 1) Save the lives of unborn.
- 2) Open and operate Life Centers and Shelter Houses for women's rehabilitation in every city of Ukraine and beyond its borders, where God sends us.
- 3) **To be the transformational vehicle for women through education and professional training.**
- 4) Educate youth about sexual integrity and the sanctity of life.



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## 1.1 How we work toward our goals:

*Save a Life International* operates in the following priority areas, each of which has independent significance.

### 1. Educational work with youth.

We host presentations, in conjunction with medical experts, to teenagers and students. The topics include chaste sexual relations, abortion hazards and preventing unwanted pregnancy. Visual aids are used to present information to the audience with infographics, informative movies, web content and more resources.

### 2. Creating and setting up a crisis pregnancy centers (Life centers).

Our Life Centers are bright, friendly, judgment-free spaces that provide counseling, support, and material goods to meet physical needs for our clients. Offices are open during regular business hours, but each Life Center also operates a hotline open around the clock 24/7 to connect with clients experiencing crisis situations. The Life Center is used as a space for several different programs and activities throughout the week, and provides childcare for clients participating in programs. The programs such as educational trainings provided to participating individuals through SALI Academy.

Two models of Life Centers.

Model # 1: Stand-Alone Life Center is locally led by a full time Director on our staff who is aided by a team of our wonderful volunteers.

Model # 2: Plug-In Life Center model

- Provide abortion minded women in crisis with the Gospel driven consultation.
- Provide the women in crisis in the community with humanitarian and moral support.
- Encourage church members to volunteer and influence community through the specific need.
- Church will have an opportunity to invite the women from the community to join the church or women's group where they will learn and grow in faith.



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Save a Life provides:

- Training for volunteer
- Provides connections and recourses to meet mother’s needs.
- Marketing materials.
- Basic humanitarian aid.

## 1.2 What we are not and what we do not do

We are not a general crisis center. We specifically support people in crisis pregnancy situations. We understand that there are often other challenges in people’s lives and we will support people with addressing those, but there needs to be a Crisis Pregnancy as well. “Crisis” could include loss of pregnancy (miscarriage or abortion).

Our purpose is not to provide financial support to people in crisis. We will provide some very basic material support, but not financial support on a broad basis.

## 1. SWOT analysis

<b>Strengths (Internal)</b> <ul style="list-style-type: none"><li>- Attracting and retaining volunteers</li><li>- Culture</li><li>- Programs in centers</li><li>- Personal relationships</li><li>- Leadership</li><li>- Communication with Clients</li><li>- Friendliness/ user friendly</li><li>- 24/7 service to customers</li></ul>	<b>Weaknesses (Internal)</b> <ul style="list-style-type: none"><li>- Educational programs aimed at prevention</li><li>- Marketing to fundraising to hit revenue goals</li><li>- <b>Not experienced staff</b></li><li>- <b>Board is small</b></li></ul>
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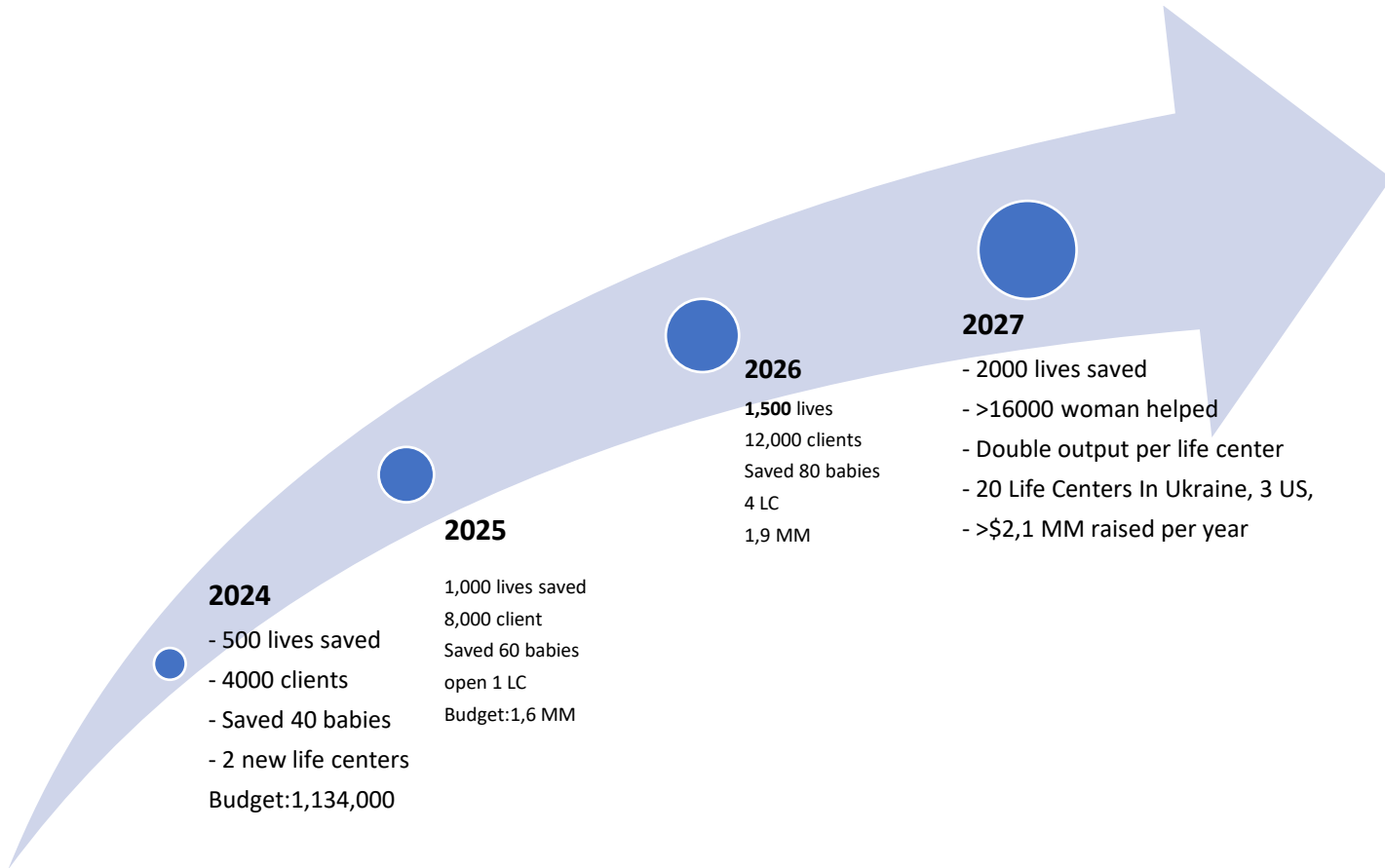
<p><b>Opportunities (External)</b></p> <ul style="list-style-type: none"> <li>- Strategic partnerships with churches and other organizations</li> <li>- Seminars for training</li> <li>- Internet &amp; Social Media</li> <li>- Attracting new donors</li> </ul> <p><b>-Develop marketing to fundraising system under the leadership</b></p> <p><b>-Strong leader</b></p>	<p><b>Threats (External)</b></p> <ul style="list-style-type: none"> <li>- Loss of intimacy</li> <li>- Authorities/ government</li> <li>- Pro-abortion movement</li> <li>- The war in Ukraine</li> </ul>
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## 2. What does success look like by the end of 2027?



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### 3. Strategic Objectives 2024

- 1) Build Marketing to Fundraising system under strong leadership.
- 2) Increase the # Life Centers.
- 3) Open two Life Centers in strategic locations. ( Chicago, Vinnitsa, K...)
- 4) To have fundraising initiatives in place to raise >\$500k per year.
- 5) Develop a comprehensive Marketing and Social Media strategy.
- 6) To have an effective organization in place at board, employee, and volunteer level.

### 4. Roadmap

Objective	2024	2025	2026
Expansion goal	<ul style="list-style-type: none"> <li>- Open 2new Life Centers)</li> <li>- Develop Standard Operating Procedures for running Life Centers</li> </ul>	<ul style="list-style-type: none"> <li>- Open 2 Shelters?</li> </ul>	
To have fundraising initiatives in place to raise >\$500k per year.	<ul style="list-style-type: none"> <li>- Develop a 3 year budget</li> <li>- Develop stable donor base that contributes 10%? of funds needed through recurring donations</li> <li>- Do 1 major fundraising event</li> <li>- Do 1 minor fundraiser</li> <li>- Network strategic donors and adjacent organizations</li> <li>- Develop relationships with churches</li> <li>- Donor ambassador program</li> </ul>	<ul style="list-style-type: none"> <li>- Develop stable donor base that contributes 20% of funds needed through recurring donations</li> <li>- Do 2 fundraising events</li> <li>- Start secondary fundraising campaigns</li> <li>- Network strategic donors and adjacent organizations</li> <li>- Hire expert to help with Grant writing.</li> </ul>	<ul style="list-style-type: none"> <li>- Develop stable donor base that contributes 25% of funds needed through recurring donations</li> <li>- Do 2 fundraising events</li> <li>- Network strategic donors and adjacent organizations</li> </ul>
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<p>To have an effective organization in place at board, employee and volunteer level.</p>	<p>Board</p> <ul style="list-style-type: none"> <li>- Add 1 member</li> <li>- Introduce portfolio management approach</li> <li>- Create Advisory Board: Candidates:</li> </ul>	<p>Board</p> <ul style="list-style-type: none"> <li>- Add 1 member</li> <li>- Entrench portfolio management approach</li> </ul> <p>Ukraine</p> <ul style="list-style-type: none"> <li>- Hire 1 Operations Manager</li> <li>- Expand volunteer base to XX people</li> </ul> <p>USA</p> <ul style="list-style-type: none"> <li>- Expand volunteer base to XX people</li> <li>- Entrench committee approach with board members leading</li> </ul>	<p>Ukraine</p> <ul style="list-style-type: none"> <li>- Hire second Operations Manager</li> <li>- Expand volunteer base to XX people</li> </ul> <p>USA</p> <ul style="list-style-type: none"> <li>- Expand volunteer base to XX people</li> </ul>
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