

Strategic Plan, FY 2023 – FY 2027



Our Mission & Vision

Our mission is to end the crime of domestic violence and empower its survivors.

Our vision is a community free of domestic violence

Our Values

Safety: We work to ensure the protection and confidentiality of clients, staff, and volunteers.

Respect: We are accountable, engage in clear communication, work as a team and accept differences in our work and in our interactions.

Equality: We offer each client the opportunity to reach their goals by receiving individualized, person-centered services.

What makes us different?

We Take Families as They Are

We are Recognized as Experts and Thought Leaders

We Are the Leading DV Agency in Georgia and Support Other Agencies

Our Strategic Objectives

Expand Therapeutic Services and Supports

Expand Community Outreach

Increase Visibility

Grow and Diversify Revenue

Our Priority Initiatives

1. Define focus, leadership, and funding
2. Bring on more contract therapists as a start to building capacity
3. Develop mental health funder relationships

4. Hire more Community Outreach Advocates
5. Expand police engagement
6. Develop training for courts and law enforcement
7. Develop training and certifications for community members

8. Review and revise marketing budget
9. Expand presence at networking events
10. Leverage campus presences for career education, interns, and advocacy
11. Message thought leadership on changing the culture of dealing with domestic violence

12. Explore fee for service options
13. Double foundation grants
14. Expand volunteer program
15. Develop afterschool Healthy Relationships clubs
16. Convert Teen Summit to a sponsored event
17. Implement a legacy gift campaign

What Makes Us Different?

- **We Take Families as They Are**
 - We have fewer intake restrictions than other agencies
 - We serve families with older children
 - We serve single men and fathers with children
 - We don't require filing a police report to receive services
- **We Are Recognized as Experts and Thought Leaders**
 - We are a resource for expertise and training to community partners, including law enforcement and other nonprofits
- **We Are the Leading DV Agency in Georgia and Support Other Agencies**
 - We collaborate with the Criminal Justice Coordinating Council to support other DV agencies across the state

Expand Therapeutic Services and Supports

- Therapeutic and counseling services are important elements of empowering survivors of domestic violence
- PADV has a starting point for offering these services, but has more need for these services within its current reach than it has capacity
- Few domestic violence agencies offer therapeutic and counseling services, and mental health service providers with domestic violence experience are overwhelmed

Bottom Line

Expanding PADV's therapeutic services will help more survivors of domestic violence, and PADV is a credible leader and innovator to offer and advocate for these services.

Expand Community Outreach

- Community outreach is vital to educate and equip organizations and individuals to:
 - Help prevent domestic violence
 - Respond appropriately to those experiencing domestic violence
 - Advocate for changes in policies and systems
- PADV has the experience, credibility, content, and connections for effective community outreach, and increased community outreach capacity will enable PADV to go deeper with current connections and extend outreach to new ones:
 - Law enforcement
 - College campuses
 - Other nonprofits

Bottom Line

Expanding PADV's community outreach will multiply its mission impact by extending and improving awareness, responsiveness, and quality of response to domestic violence across the metro Atlanta area.

Increase Visibility

- Too many individuals do not know where to turn when experiencing domestic violence
- Too many organizations are not aware or engaged with the significance of domestic violence in our region, how it affects their employees and communities, and how they can help prevent it and improve responses to it
- Increasing the visibility of PADV will open up more opportunities for services to individuals and conversations with potential partners and funders to support PADV

Bottom Line

Increasing PADV's visibility will advance our mission by reaching more people experiencing domestic violence and creating more opportunities for partnerships and funding to support PADV's service

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Grow and Diversify Revenue

- Government funding accounts for 60-70% of PADV's revenue
- Government grants have match requirements which PADV must meet through other cash sources or gifts in kind
- Most of PADV's funding is program specific, with relatively little unrestricted funding
- Growing revenue from diverse sources (foundation and corporate grants, individual donations, fees for services) will improve PADV's financial sustainability, enable program growth and investments in innovative services, and fund necessary operating functions

Bottom Line

Focused work to grow and diversify revenue is essential for PADV to expand its mission impact

Priority Initiatives FY 2023 – FY 2027



Expand Therapeutic Services and Supports			
Initiatives	Steps	Timing	Responsible
Define focus, leadership, and funding	Develop a buildout plan encompassing: <ul style="list-style-type: none"> • Services within and outside shelters • Individual and support group delivery • Partnerships with other DV agencies • Skills and structure 	2024	VP of Shelter and Housing, VP of Prevention and Outreach, CEO
	Develop a telehealth component for statewide reach	2025	CEO
	Provide supervision services for LMSW to LCSW	2024	CEO
Bring on more contract therapists as a start to building capacity	Define role descriptions and begin recruiting contractors and/or staff, including a supervisory role	2024	VP of Shelter and Housing, VP of Prevention and Outreach, CEO
Develop mental health funder relationships	<ul style="list-style-type: none"> • Identify foundations that support mental health initiatives • Prepare materials describing the need and the beneficial impacts of funding PADV's therapeutic services 	2023	Foundation Grant Specialist

Priority Initiatives FY 2023 – FY 2027

Expand Community Outreach

Initiatives	Steps	Timing	Responsible
Hire more Community Outreach Advocates	Hire up to 8, including at least one supervisor (+4 over current staffing)	2026	VP of Prevention and Outreach, Grants Manager, CEO
	Bring back the Expert Witness Program	2023	CEO and VP of Prevention and Outreach
	Expand college presence to more campuses	2024	VP of Prevention and Outreach
Expand police engagement	<ul style="list-style-type: none"> • Offer more trainings • Expand into more precincts and departments, including APD, South Fulton, and others 	2023	VP of Prevention and Outreach
Develop training for courts and law enforcement	<ul style="list-style-type: none"> • Research and get on the approved lists 	2024	Grants Manager, VP of Prevention and Outreach
Develop training and certifications for community members	<ul style="list-style-type: none"> • Identify training needs and interests • Develop training model • Pilot with a few nonprofit organizations 	2024	CEO, VP of Prevention and Outreach

Priority Initiatives FY 2023 – FY 2027



Increase Visibility

Initiatives	Steps	Timing	Responsible
Review and revise marketing budget	Assess effective ways to expand public visibility – billboards, bus stops, etc.	2023	CEO, VP of Development
	Boost visibility via social media	2023	CEO, VP of Development, Volunteer Coordinator
Expand presence at networking events	<ul style="list-style-type: none"> • Prioritize corporate and funder events for senior leadership attendance and put on a shared calendar • Engage staff in opportunities to participate in networking events 	2023	CEO, VP of Development, VP of Shelter and Housing, VP of Prevention and Outreach
Leverage campus presences for career education, interns, and advocacy	<ul style="list-style-type: none"> • Have conversations with current campus connections about increasing activity • Explore funding/fee opportunities for campus services 	2024	VP of Prevention and Outreach, Volunteer Coordinator
Message thought leadership on changing the culture of dealing with domestic violence	<ul style="list-style-type: none"> • Identify key themes, work with agency resources on messaging and methods 	2023	CEO, VP of Development, VP of Prevention and Outreach, VP of Shelter and Housing

Priority Initiatives FY 2023 – FY 2027



Grow and Diversify Revenue

Initiatives	Steps	Timing	Responsible
Explore fee for service options	<ul style="list-style-type: none"> • Medicaid billing for counseling, case management • Trainings • Technology assistance for DV agencies • Speaking engagements 	2023	CEO, Database and Evaluation Coordinator, VP of Development, VP of Prevention and Outreach
Double foundation grants	<ul style="list-style-type: none"> • Develop Case for Support document(s) for PADV overall and specific programs • Research foundations and reach out for conversations • Develop a grant calendar with due dates and tracking 	2023	VP of Development , Foundation Grants Specialist
Expand volunteer program	<ul style="list-style-type: none"> • Identify more opportunities for individual volunteers • Identify opportunities for group volunteering 	2022	Volunteer Coordinator
Develop afterschool Healthy Relationships clubs and secure a pilot program at a local school	<ul style="list-style-type: none"> • Identify key themes, work with agency resources on messaging and methods 	2023	CEO, Dating Violence Advocate, Child Advocacy Coordinator
Convert Teen Summit to a sponsored event		2022	CEO and VP of Development
Implement a legacy gift campaign	<ul style="list-style-type: none"> • Research and review legacy gift approaches • Develop messaging and methods to communicate legacy gift opportunities for PADV 	2022	CEO and VP of Development

Capital Investment Priority FY 2023 – FY 2027



Upgrade Fulton County Facility

Initiatives	Steps	Timing	Responsible
Develop an upgrade plan –priority projects, sequence and timing, budget estimates	<ul style="list-style-type: none"> • Get some volunteer help in developing the plan – reach out to architects, renovation contractors • Talk with staff and residents for input 	2023	CEO and VP of Shelter and Housing
Reach out for sponsors and gift in kind donations	<ul style="list-style-type: none"> • Summarize the plan into a Case for Support presentation to support requests • Engage the board to leverage their networks, and provide a board-sponsored gift 	2023	CEO and VP of Development