



# Strategic Plan 2020 to 2022

Our **vision** is to be the first-choice community in metro Detroit for adults with mild developmental disabilities by 2022.  
Our **mission** is to support adults with mild developmental disabilities as they build and maintain a life of independence.  
We'll achieve our vision and mission by prioritizing the following strategies:

**Priority #1:**  
Refine our financial model.

**Goal:**  
Achieve long-term financial sustainability.

**Strategies:**

- Define and implement optimal earned revenue model.
- Define and implement optimal fundraising model.
- Explore other revenue options, including impact capital.

**Timeline:** 1/20 to 12/20

**Priority #2:**  
Refine our program model.

**Goal:**  
Create and sustain unique value-added services for our target market.

**Strategies:**

- Identify target market.
- Define and implement optimal program model to meet needs of target market.
- Explore and decide on offering housing to target market.
- Explore and decide on offering transportation to target market.
- Explore and decide on offering aging-in-place services to target market.

**Timeline:** 1/20 to 12/20

**Priority #3:**  
Build our human capital.

**Goal:**  
Recruit and retain diverse talent.

**Strategies:**

- Define and implement optimal talent structure needed to support program and financial models.
- Refine organizational policies and culture to be inclusive and equitable.
- Refine compensation, benefit and professional development packages to attract top talent.

**Timeline:** 1/20 to 12/20

**Priority #4:**  
Evaluate our impact.

**Goal:**  
Prove and strengthen the efficacy of our program model.

**Strategies:**

- Create theory of change.
- Conduct ongoing and long-term evaluation of program model and theory of change.
- Refine program model and theory of change based on evaluation results.

**Timeline:** 1/21 to 12/22

**Priority #5:**  
Replicate our model.

**Goal:**  
Provide high-quality independent living options throughout metro Detroit.

**Strategies:**

- Determine opportunities to build small On My Own communities throughout metro Detroit.
- Determine acquisition and alliance opportunities to further expand our unique value and footprint.

**Timeline:** 1/21 to 12/22