



VISION | To be the first-choice community in metro Detroit for individuals with developmental disabilities.

MISSION | To support individuals with developmental disabilities as they build and maintain their independence.

We're here to help you live the life of your dreams.

## STRATEGIC PLAN 2020 - 2022



Strategy 1. Refine Our Financial Model

GOAL: Achieve long-term financial sustainability.



Strategy 2. Refine Our Program Model

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



Strategy 3. Build Our Human Capital

GOAL: Recruit and retain diverse talent.



Strategy 4. Evaluate Our Impact

GOAL: Prove and strengthen the efficacy of our program model.



Strategy 5. Replicate Our Model

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

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

- 2.1 Identify target market
- 2.2 Define and implement optimal program model
- 2.3 Explore and decide on offering housing to target market
- 2.4 Explore and decide on offering transportation to target market
- 2.5 Explore and decide on offering aging-in-place services to target market

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

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

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

2020

2021 - 2022