



2025 Strategic Plan

FY25-FY28





Vision and Mission Statement

Vision

We envision a community free from domestic violence and sexual assault, where we all live safely.

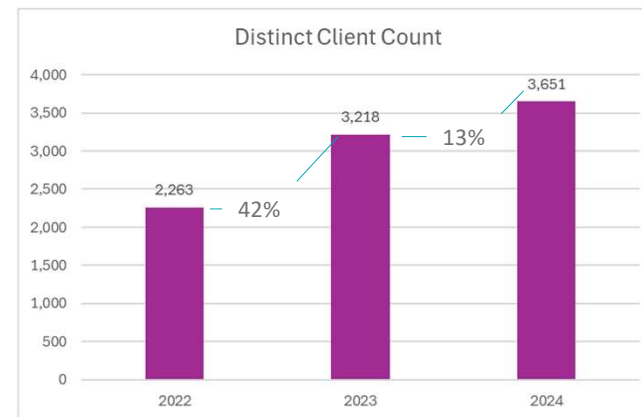
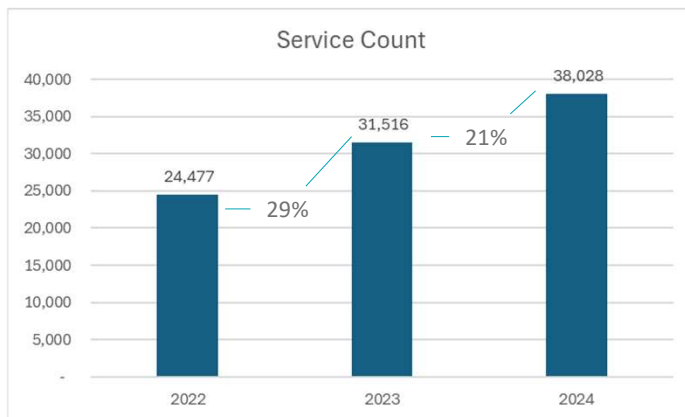
Mission Statement

To provide safety and healing with dignity and respect to survivors of domestic violence and sexual assault, giving them a shared voice and hope for a better future.





We are delivering more services to more Clients with the same staffing levels

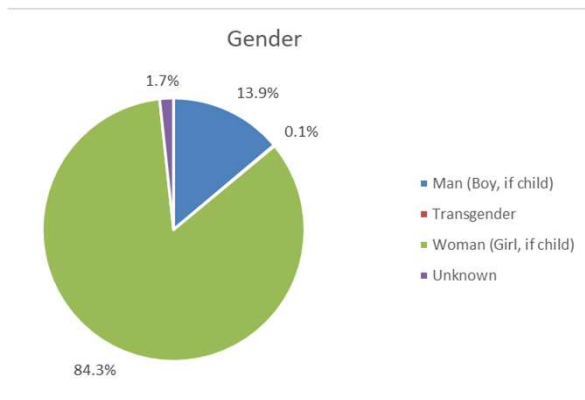


Specifically seeing high increases in services provided in **Counseling Services** (213% increase from 2023) and **Housing** (76% increase since 2023)

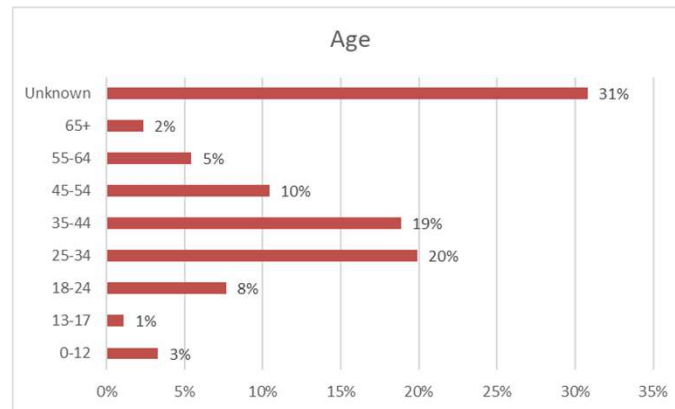
*2024 data



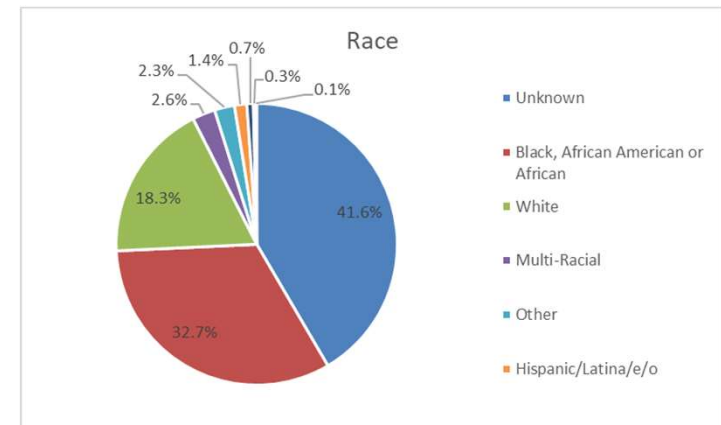
Client Demographics Remain Consistent from Previous Years



Predominantly Female



~50% in ages 18-44



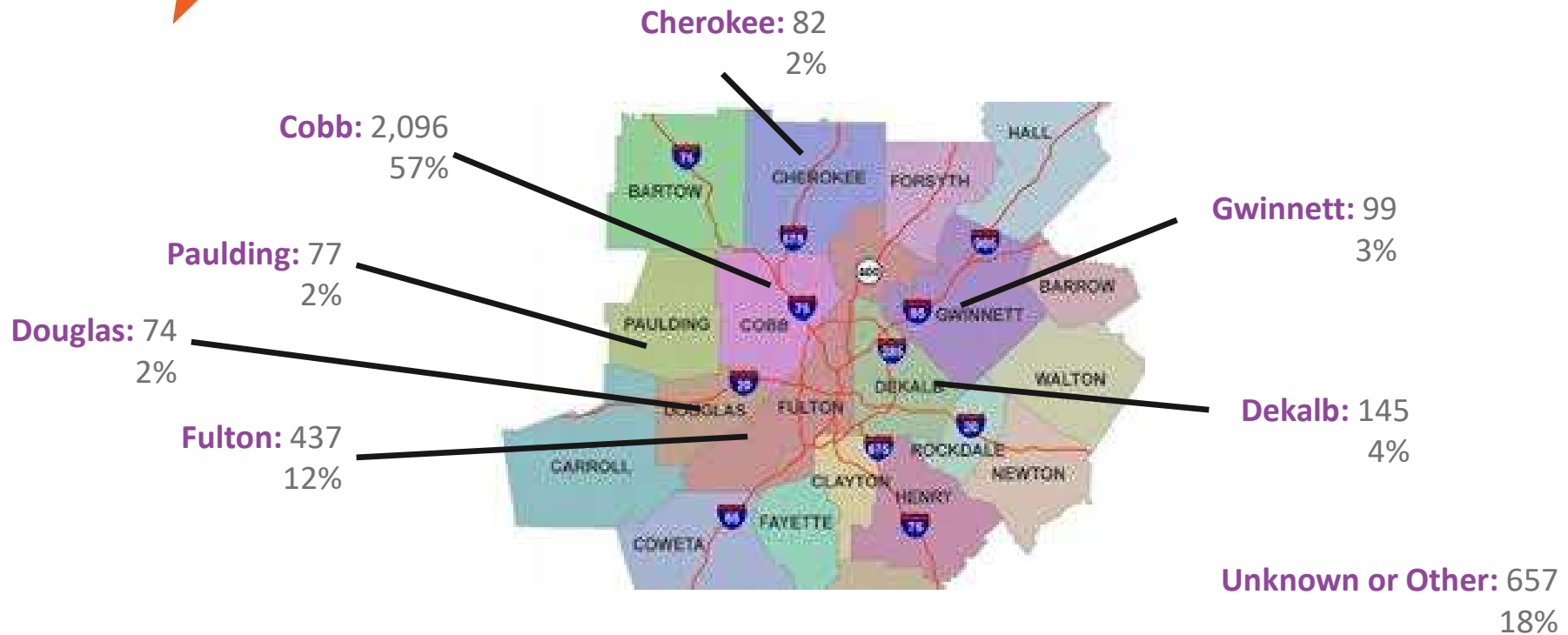
Unknown data skewing results

*2024 data





82% of our Clients come from 7 Metro Counties

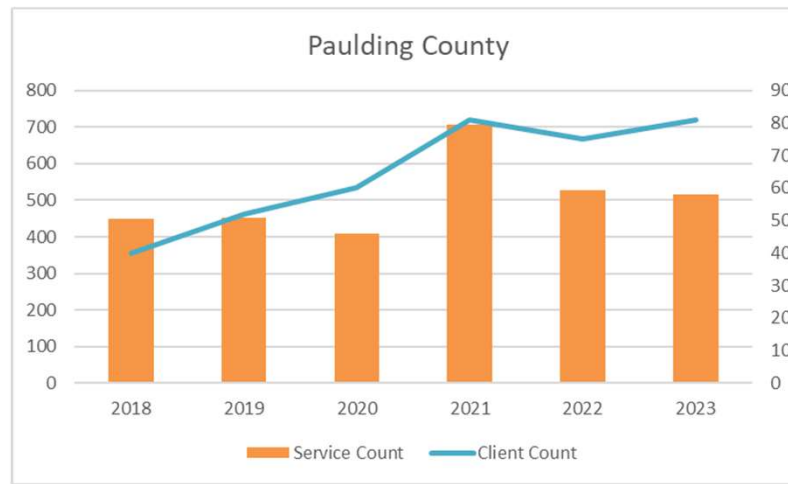


*2024 data





Increase in Clients coming from Cherokee and Paulding Counties



Increase in demand requires new approach for servicing Clients in these counties



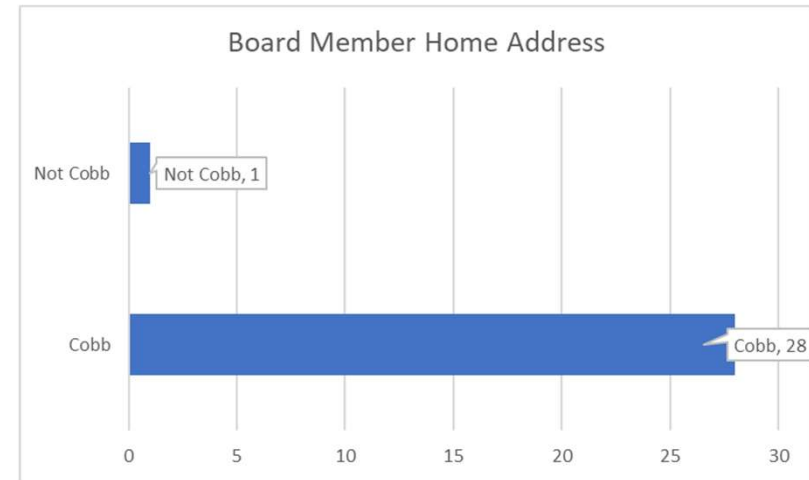
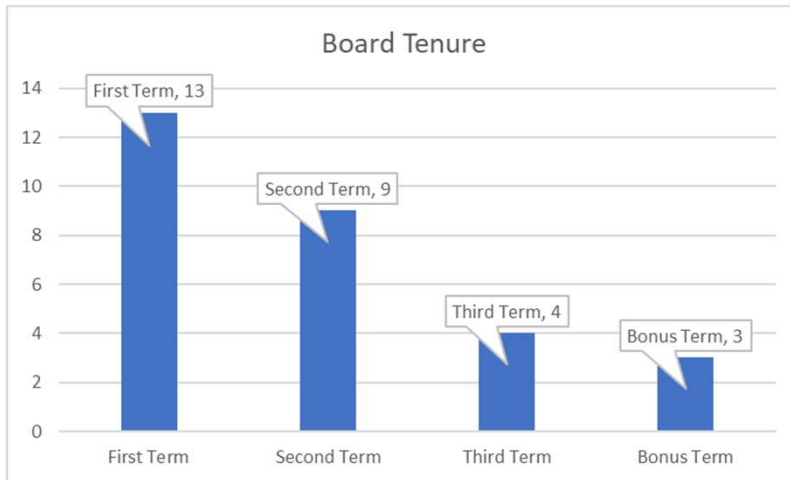


Organizational Chart





Opportunity to Match Board Representation to Client Representation



*Board will lose 7 long-term members in next 3-5 years –
How can we leverage the Advisory Committee to ensure continuity?*





4 Strategic Focus Areas

- ▶ **Strengthen** the foundation
- ▶ **Expand** the Sexual Assault program geographically
- ▶ **Grow** the capacity of the Domestic Violence program
- ▶ **Develop** the people - both Board and Staff





1. Strengthen the foundation

How have we progressed since 2023?

01

Staffing

- ✓ Bring salaries to market rates to drive retention
- ✓ Add more general staff
- ✓ Provide professional development
- ✓ Initiate an employee wellbeing program

02

Facilities

- ✓ Refresh staff spaces (paint, carpet, furniture)
- Purchase generator to support living areas, IT services, and SANE evidence room
- Enhance ADA accessibility


03

Safety for Clients and Staff

- Add apartment onsite to house a police officer in collab with Cobb/Marietta PD
- ✓ Upgrade security and IT systems
- Build an enclosure to allow travel throughout entire facility without going outdoors
- ✓ Redesign parking lot layout for security

04

Financial

- ✓ Reduce dependence on LOC by ensuring 6-months of operating capital in cash reserves (~\$1M)
 - ✓ Increase LOC to offer stability in times of govt shutdown or other unexpected events
- 



1. Strengthen the foundation

Updated Priorities for 2025+

▶ Continue to strengthen infrastructure

- Improve IT capabilities and functionalities
- Determine if we still have a need for a generator with the surge protecting
- Update transitional housing and community spaces (playground, garden)

▶ Continue to adjust fundraising strategy

- Shift funding ratio away from government grants to private donors
- Review annual event cycle to determine continued viability and new opportunities

▶ Build Outreach Program

- Cross-train employees to be able to do outreach work and market our services
- Grow volunteer program and pipeline more effectively
- Build out program services to be able to support additional Clients





2. Expand the Sexual Assault Program How have we progressed since 2023?

01

Staffing

- ✓ Pay above market rates for SANE nurses to ensure top talent and lower turnover
- ✓ Add more staff to meet increased demand
- ✓ Provide additional training

02

World-Class Facilities

- ✓ New SANE Suite to support additional demand
 - Two exam rooms
 - Climate-controlled, fire-proof evidence storage room
 - Additional staff office space with additional storage spaces
 - Soft interview room with interview-recording capabilities
 - Law Enforcement and family waiting room
 - Potential sleep space



2. Expand the Sexual Assault Program Updated Priorities for 2025+

▶ Cobb

- Focus on intimate partner violence (IPV) non-fatal strangulation program to support Domestic Violence program and provide training to other centers

▶ Paulding

- Expand outreach services to build awareness
- Create an auxiliary SA unit (small office with exam room, nurse room, debriefing room, little lobby)
- Deepen relationship with DA and PD

▶ Cherokee

- Create an auxiliary SA unit (small office with exam room, nurse room, debriefing room, little lobby)





3. Grow capacity of the Domestic Violence program

How have we progressed since 2023?

01

Staffing

- ✓ Enhance staffing plan to meet demand
- ✓ Provide additional training

02

Better Facilities for Existing Clients

- ✓ Enhance existing client rooms and living space
- ✓ Provide options for clients with pets
- Add additional offices for staff and spaces with natural light

03

Program Enhancement

- Add 8 additional single rooms to better serve sexual assault victims, singles, elders, males and LGBTQIA+ community
- ✓ Add several rooms for large families
- Enhance space for walk-in clients to receive assistance
- ✓ Add wellness resources to support future community needs



3. Grow capacity of the DV Program Updated Priorities for 2025+

► Expand Housing Program

- Focus on partnerships with housing developers and other private parties to expand housing capacity in both Cobb and outside Cobb
- Add staff through HUD funding to handle capacity

► Expand Counseling Services

- Add additional counselors and space to serve by leveraging partnerships
- Add bilingual support
- Add child advocates to support growing number of support groups





4. Develop the people Updated Priorities for 2025+

▶ Staff

- Elevate HR practices to include completing a skill gap analysis, developing a recruitment strategy and staff development plan, and understanding industry hiring trends

▶ Board

- Strengthen Board pipeline of Executive Committee members
- Plan for turnover of long-tenured Board members
- Increase Board engagement

▶ Volunteers, Advisory Board, and Academy of Women

- Create and market more robust and clear opportunity for volunteer support
- Create a strategic plan to leverage the Advisory Board and Academy of Women





Deep Dive: 40+ Partnerships



► Additional Partnership Needs

- Private Housing Developers
- Counseling Services Providers
- Facilities that can offer space for Support Group Meetings





RECAP: 4 Areas of Focus

- ▶ **Strengthen** the foundation
- ▶ **Expand** the Sexual Assault program geographically
- ▶ **Grow** the capacity of the Domestic Violence program
- ▶ **Develop** the people both Board and Staff



Appendix



LSR 2025 Funding Priorities: Current asks totaling \$1.8M



Counseling/Resiliency \$550K
program



Pet Shelter – \$50K operational funds



Children's Programs \$110K
program supporting
playground/staff/community garden



Sexual Assault – \$350,000 Building
capacity in Paulding/Cherokee



General Operating- \$200K across
all programs



Housing Programs/Shelter -
\$600,000 program and staff support

