



STRATEGY MAP 2026-2028



MISSION: To provide a path to healing and economic opportunity for women survivors of sex trafficking, prostitution, and addiction.



Vision: A community that supports and embraces women experiencing and exiting exploitation.



Values: Rooted in **love**, focused on **healing**, committed to **growth**—one woman at a time.

Strategic Priorities FY26-FY28

CULTIVATE A RESILIENT CULTURE

by promoting team unity, supporting staff well-being, and fostering professional growth.

DEVELOP A MODEL FOR TRAUMA-INFORMED WORKFORCE DEVELOPMENT, creating pathways to economic mobility for residents.

EXTEND IMPACT BEYOND GRADUATION by supporting women's continued stability, recovery, and community connection.

INCREASE VISIBILITY, RESOURCES, AND COLLABORATION, advancing the organization's long-term impact and sustainability.

FY26 Key Initiatives

Foster collaboration and shared ownership across all teams.

Evaluate the growth and role of the social enterprise within our workforce development pathway, balancing mission alignment and financial viability.

Define and develop strategies to maintain graduate connections, provide support, and reinforce belonging.

Develop an integrated marketing and communication strategy that connects the social enterprise to mission impact.

Improve the flow of communication between departments.

Expand opportunities for career assessment and skill-building to strengthen work readiness for internal and external employment.

Identify community partners that can provide wraparound, post-program services.

Deepen relationships with funders, faith communities, and civic leaders to expand organizational resources.

Assess staffing needs in alignment with strategic priorities to inform hiring decisions and determine use of space.

Strengthen partnerships to broaden education and job opportunities, especially for in-demand and higher-wage careers.

Create a structure to elevate the graduate voice in organizational decision-making.

Identify funding priorities and financial strategies that balance growth with long-term sustainability.

Explore and implement opportunities to evaluate and improve staff satisfaction.

Identify a leading-practice compensation structure for residents employed in the social enterprise to promote a more successful transition to independence.

Maintain and pursue recognized industry standards that validate and uphold the quality of our work.

KPI Targets by FY28

- 10% increase in staff retention year over year
- Secure 5 new employer partners
- Monthly outreach to 100% of grads
- Maintain 3 mos. operating reserves
- Increase avg. contribution by 20%
- Expand annual donor base by 5%
- Achieve Gold Safe House Cert.