

SBAWS Three Year Strategic Plan

Effective Jan 1, 2013-December 31, 2015

Mission Statement

Our Mission is to advocate for everyone in the state of WA affected by SB by providing support, events, outreach, and public awareness.

Vision Statement

We envision a world in which no babies are born with Spina Bifida. People living with Spina Bifida thrive in a barrier-free world that offers ready access to an array of effective treatment options and uniformly excellent medical care. Their individual life choices are not influenced by Spina Bifida and all experience rich and personally fulfilling lives

Core Values

Collaboration We value mutual respect and honesty as the cornerstones of all of our relationships. We employ teamwork and transparency to guide our efforts.

Commitment to Excellence We aspire to hold ourselves to the highest standard and serve as champions of our cause, striving to be the best in all that we do.

Effective Voice We work together to effect change and encourage informed advocacy on a personal, community and global level.

Inclusiveness We embrace varied cultures, ethnicities and backgrounds, diversity of thought, innovation and creativity.

Integrity We pursue our mission with honor, fairness and respect for all individuals while we act as good stewards of our mission and the public's trust.

Visionary Leadership We lead with hope and serve with passion toward our vision for the future

Objectives/Goals/Strategies

I. Strengthen active constituency numbers

- a. Educational Outreach: NW Women's Show, special/mainstream education
- b. Community Educational Outreach-Website/Social Media
- c. Events-picnic, holiday celebrations

II. Strengthen Board/committee participation:

- a. Making appeals to current constituency members
- b. Making appeals to professionals within the community
- c. Making appeals to the general public

III. Create flow of financial support to meet or exceed goals as set by the Board of Directors:

- a. Walk N Roll
- b. Picnic
- c. Summit
- d. Email/Web Appeals
- e. Create additional fundraising events, ie. 5 Course Folic Acid Feast, Folic Acid Campaign w/bakery
- f. Maintain operating budget/reserve fund in accordance with standards as set by the Board of Directors

IV. Further develop partnerships with medical/educational professionals:

- a. Networking within the medical/educational community to establish ongoing relationships.

V. Increase public exposure within designated service areas including women of child bearing age.

- a. Social Media
- b. Media Marketing
- c. Face-to-Face appeals
- d. Outreach activities, ie. NW Womens' Show, CFC Charity Fairs, etc.

Measurable Assessment:

Program effectiveness and operations against the organizations mission, strategic plan, resources and potential, will be reviewed by the 4th quarter of each year.

I. Strengthened active constituency numbers will be measured by:

- a. Extended database
- b. Increased participation
- c. Survey/Questionnaire responses

II. Strengthened Board/committee participation will be measured by:

- a. Active recruitment
- b. Increased number of engaged participants

III. Increased flow of financial support will be measured by:

- a. Bank Statements
- b. Increased donations/sponsorships

IV. Further partnerships with medical/educational professionals will be measured by:

- a. Feedback from medical/educational professionals

b. Requests made by medical/educational professionals

V. Increase public exposure within designated service areas including women of child bearing age.

a. Calendar of Events

b. Media coverage

SWOT

Strengths

- *Well defined community to focus upon and serve
- *Need for SB resources/support
- *No specific competing SB agencies/organizations
- *Committed Board Officers & Members
- *Development Committee established
- *Desire to expand support to SB community

Weaknesses

- *Minimal participation, involvement & commitment from current constituency
- *Lack of sponsorships/donations

Opportunities

- *Increase our presence in and around Washington State
- *Building our financial/educational resources
- *Greater support for SB community

*Educating the public about SB, the prevention of and advocacy for

Threats

*Economy

*Lack of participation on part of constituency

*Discrepancies between revenue vs. expenditures

*Potential inability to meet revenue sharing agreement