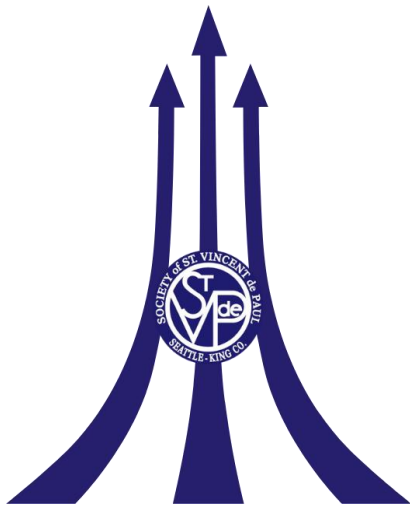




We'll be there.

2025-2030 Strategic Renewal Plan

Executive Summary



This strategic plan outlines the key initiatives and actions that the St. Vincent de Paul (SVDP) Council of Seattle | King County will undertake over the next five years. We know that every initiative we undertake must be rooted in our shared belief in the dignity of every human person, and center mission on our call to love and serve our neighbors. Guiding and supporting all these efforts will be our core mission and vision.

Mission Statement: Ignited by Gospel values, we listen, respond, and act with compassion to serve neighbors in their struggle to meet basic needs, as we advocate for a more just and equitable society.

Vision Statement: A community where every neighbor is valued, respected, and empowered to maintain stability and achieve self-sufficiency.

This strategic plan therefore focuses on improving organizational effectiveness and capacity across all areas to ensure that SVdP remains resilient, mission-focused, and capable of addressing the evolving needs of our neighbors and our community. **The plan prioritizes key objectives across four main areas: Governance, Finance, Mission Advancement, and Conference Excellence.**

Governance: The governance strategy focuses on restructuring the Board of Directors to improve effectiveness and align with national standards. Key actions will focus on ensuring ethical governance, prioritizing board diversity, and ensuring fiduciary responsibility oversight.

Board restructuring will begin by establishing new board committees, clarifying fiduciary and operational oversight, and offering opportunities for external partners to contribute. We will also revise and update our bylaws to align with legal and ethical standards and achieve compliance with SVdP USA standards, as well as implementing safeguarding policies to protect our volunteers and our neighbors.

Finance: The finance and properties strategy focuses on ensuring financial stability in short-term operations while preparing for long-term growth. We plan to improve our operational efficiency in a few ways. We will invest in modern financial management tools and software to streamline accounting, reporting, and donor management processes. We will establish a clear path toward financial health, debt management, and properties/physical asset management and prepare for capital improvements.

Mission Advancement: The advancement strategy seeks to expand community awareness and secure increased funding for the Society as a whole (to include Council programs, Conferences, and community partners). We plan to build out our existing pipeline with new funding opportunities to both sustain and expand programs. New programs to cultivate estate and planned gifts, corporate partnerships, major gifts, and to identify prospects for an upcoming capital campaign will be launched.

A key priority is the development of an organizational marketing and communications plan with a unified brand identity to help grow our donor support base and differentiate SVDP from its past public perception as a "thrift-only" organization. There will be increased focus on stakeholder communications, and renewed efforts to engage with Catholic Schools through initiatives like Missionary Discipleship Immersion programs.

Under both fundraising and marketing/communications, efforts will be focused on Programs, Conferences, and the Society as a whole. In this way, Mission Advancement will unify efforts made to promote our work, recruit, retain, and engage the community in all new and existing areas of impact.

Conference Excellence: Possibly our largest strategic focus area, supporting our Conferences by providing training, leadership development, and tools to ensure conferences will help SVDP remain true to its mission, as well as effective and responsive to the needs of our communities. A key focus is addressing the challenges and opportunities arising from upcoming parish consolidations, and strengthening and growing our mission within new parish families.

- 1) Spirituality:** SVdP seeks to enhance the spiritual growth and renewal of its members through revitalization efforts that encourages cross-collaboration between Conferences and a commitment to spiritual engagement of its members. We are further committed to building community efforts that help inspire mission driven service to our neighbors and each other. Through structured trainings and formation opportunities, resources such as retreats and gatherings for Spiritual Advisors, Conference servant leaders and Vincentian volunteers, we will work to strengthen our mission at the individual and Conference level.
- 2) Service:** We seek to ensure Conferences are engaged in models of service rooted in the values and mission of the Vincentian vocation. By improving and expanding leadership and skills-based development opportunities for Conference Presidents, Treasurers, and Spiritual Advisors we aim to enhance their ability to lead effectively in serving our neighbors and members of their conference. Adapting to a changing world will require an expanded view of the impact of our encounter with neighbors. Thus, we will seek feedback from Vincentians in the field while maintaining fidelity to the home visit model of service.
- 3) Friendship:** Through retention, recruitment, and succession planning efforts, we will attract and retain talented and capable volunteers and significantly increase membership while building conferences that reflect the communities we serve. In the coming years, it will be critical to focus on attracting, welcoming, and retaining caring and passionate volunteers to join us on fellowship, while identifying future leaders and creating clear pathways for leadership succession. Activities include fostering an inclusive environment where members

feel valued and comfortable and extending our Vincentian mission through the growth of new and more diverse Conferences.

- 4) **Transformation through Parish Consolidation:** As parishes consolidate, SVdP will proactively support conferences through this transition by guiding them to strengthen relationships with clergy, each other, and parish families. We have developed new processes to encourage cross-conference collaboration, sharing of resources, and mutual support between conferences in different parish families.
- 5) **Conference Advancement:** SVdP plans to leverage the talents and efforts of Vincentians to grow conference marketing, communications, and fundraising initiatives and improve our methods of collecting and sharing data and stories that communicate the needs of neighbors and the impact of SVdP's mission for potential funders and the community at large.

The operational aspects of programs and services are the responsibility of the Executive Director and appointed staff members. The strategic plan elements for programs and services focus on strengthening, sustaining, and expanding our service delivery, and tactics are positioned in Finance and Advancement, including but not limited to:

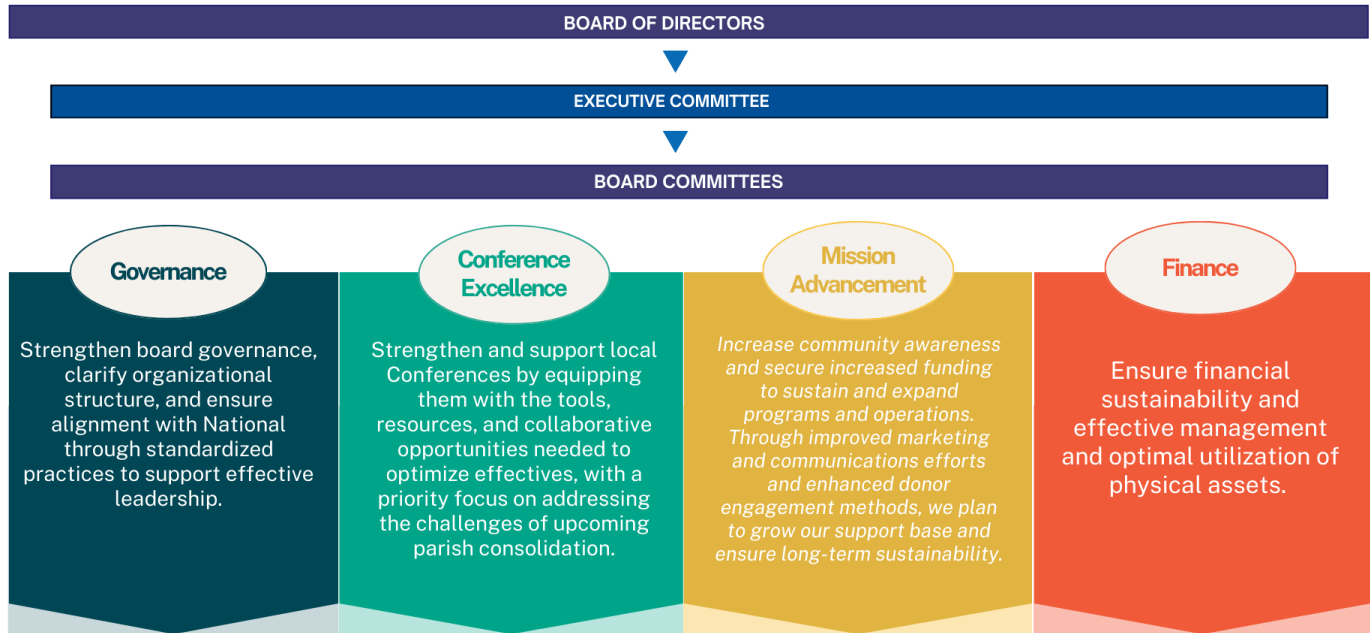
- 1) Optimizing the **Helpline** by improving response times, increasing our ability to handle higher call volumes, reducing wait times, and increasing deliverables for neighbors seeking assistance,
- 2) Strengthening personalized support in **Case Management** through improved tracking and management of outcomes,
- 3) Expanding **Georgetown Food Bank** distribution partnerships to better meet the rapidly rising demand for food assistance, and
- 4) Improving and expanding **Centro Rendu** program delivery to meet the fast-growing needs of the Hispanic faith community.

Key strategies focus on data modernization, operational improvements, and strategic partnerships. SVDP plans to migrate to an advanced database system that will support the organization's growing needs, with a focus on improving data collection, analysis, and reporting, especially for impactful storytelling, fulfilling grant reporting requirements, and acquiring new grant funding.

Graphic: Phase 1, Year 1

This graphic shows the broad, global strategies and goals that will be launched in 2025 (Phase 1, Year 1 of the Strategic Plan).

The four main pillars represent our organizational structure and the give a bird's-eye view of the oversight of the Council of Presidents, the Board of Directors, the new Board Committees (governed by charters), and the Executive Director (supported by the organization's Bylaws).



Board Charters: The board committees listed above each have a governing charter which outlines the oversight of the members and areas of responsibility related to implementation of the Strategic Plan. Operational deployment will be the responsibility of the Executive Director and key staff in related program areas. The board committees will be held accountable by the Board to their charters and to the benchmarks identified for successful implementation over the next 5 years.