



STRATEGIC PLAN FY27 - FY30

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STRATEGIC CONTEXT

CCSS is at a critical inflection point. Demand for services—especially counseling, PAIP, and transitional housing—is rising rapidly while funding and workforce capacity are under strain. At the same time, there is strong alignment around expanding community impact, strengthening partnerships, and evolving the organization's role beyond direct services.

Challenges

Rising demand
+ declining
funding

High staff
turnover and
burnout

Volunteer
imbalance

Lack of clarity
around mission,
prevention, and
client
definitions

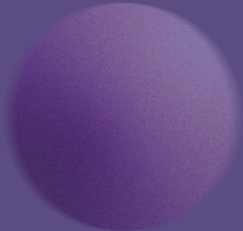
Board/staff role
ambiguity and
fundraising
expectations

Need to shift
from internal
metrics to
community
impact

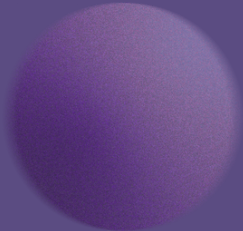
MISSION

THE CRISIS CENTER FOR SOUTH SUBURBIA IS
A NON-PROFIT COMMUNITY ORGANIZATION
THAT PROVIDES EMERGENCY SHELTER AND
OTHER ESSENTIAL SERVICES FOR
INDIVIDUALS AND FAMILIES VICTIMIZED BY
DOMESTIC VIOLENCE AND ADDRESSES THE
SOCIETAL ISSUES THAT CONTRIBUTE TO
DOMESTIC VIOLENCE.

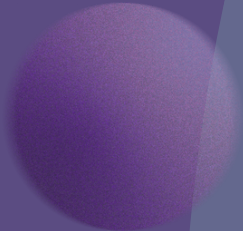
CORE OBJECTIVES



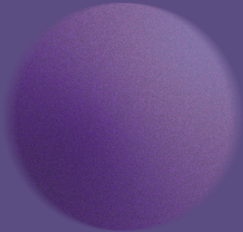
SERVE OUR
CLIENTS



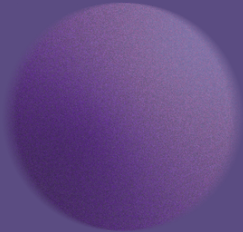
DRIVE
REVENUE
GROWTH



WISE
OVERSIGHT OF
RESOURCES



TEAM
ENGAGEMENT



ENGAGE OUR
STAKEHOLDERS

STRATEGIC PRIORITIES

STRENGTHEN AND EVOLVE CLIENT SERVICES

GOAL

Deliver accessible, high-impact, and prevention-oriented services that meet growing and complex client needs.

- Expand transitional and stable housing capacity
- Integrate prevention (especially PAIP) across all programs
- Develop life skills programming (financial literacy, tenancy, daily living skills)
- Reduce barriers through transportation and service navigation support
- Standardize client definitions, policies, and program expectations across the agency

DEEPEN COMMUNITY IMPACT & PARTNERSHIPS

GOAL

Expand CCSS's reach and influence by meeting clients where they are and embedding services within community systems.

- Build intentional, high-value partnerships (healthcare, schools, municipalities, law enforcement)
- Strengthen and expand the LEAV program and community helper network
- Increase visibility in targeted communities
- Clarify internal definitions and readiness for “partnership vs. collaboration”
- Explore co-location and service integration opportunities

INVEST IN WORKFORCE SUSTAINABILITY & CULTURE

GOAL

Build a resilient, engaged workforce and volunteer base to sustain long-term impact.

- Reduce turnover through:
 - Intentional hiring practices; Burnout assessment and mitigation plans; Manageable workloads and wellness supports
- Build a comprehensive training and leadership development program
- Strengthen feedback systems so staff and volunteers feel heard and valued
- Increase volunteer engagement, especially:
 - Hotline recruitment; Recognition and mission connection
- Implement succession planning and cross-training

DIVERSIFY AND GROW REVENUE

GOAL

Build a sustainable, diversified funding model aligned with mission and impact.

- Launch a fee-for-service counseling arm (insurance-based)
- Develop a Continuing Education (CEU) program for professionals
- Expand resale operations: Evaluate feasibility of a third store & Grow online sales
- Redefine major donor strategy and implement multi-year giving
- Shift fundraising approach:
 - Reduce reliance on the Gala
 - Align campaigns with specific program needs (e.g., housing)
- Increase corporate and in-kind partnerships

STRENGTHEN ORGANIZATIONAL CLARITY & GOVERNANCE

GOAL

Align mission, roles, and decision-making to improve effectiveness and accountability.

- Clarify:
 - Definition of prevention
 - Who is considered a client
 - Board vs. staff roles
- Shift performance metrics toward community impact outcomes
- Strengthen policy clarity, accessibility, and consistency
- Build a clear culture of philanthropy across staff and board
- Improve data utilization and technology systems for decision-making

STRATEGIC ENABLERS SUPPORTING ALL AREAS

1

Data & Evaluation

Use data more effectively to guide decisions and demonstrate impact

2

Communication

Clearly articulate mission, impact, and success metrics internally and externally

3

Equity & Access

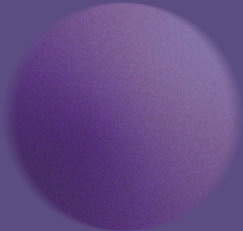
Ensure services are accessible and responsive to diverse community needs

4

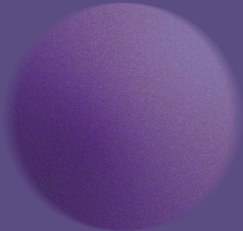
Operational Discipline

Strengthen fiscal oversight, policy adherence, and resource allocation

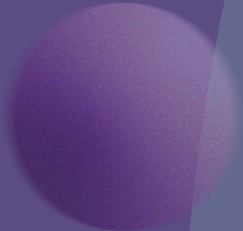
BOARD STRATEGIC FOCUS



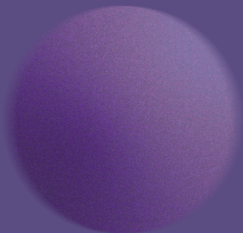
PRIORITIZE
GROWTH
OPPORTUNITIES



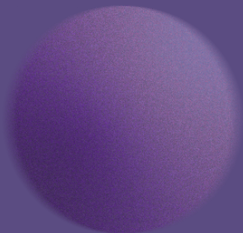
CLARIFY
ROLES IN
RESPECT TO
FUNDRAISING,
PARTNERSHIPS
& EXPANSION



DEFINE &
MEASURE
COMMUNITY
IMPACT &
PREVENTION



WORKFORCE
INVESTMENT



DIVERSIFY
REVENUE

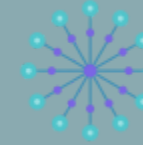
SUCCESS MEASURES



Reduction in staff turnover and burnout indicators



Increase in housing placements and service access



Growth in PAIP and prevention reach



Increased volunteer engagement (especially hotline)



Diversified revenue mix (reduced reliance on single funding streams)



Expanded partnerships and community-based service delivery

THIS STRATEGIC FRAMEWORK POSITIONS CCSS TO:

1. OPERATE WITH DISCIPLINE & ACCOUNTABILITY
financial controls, policy consistency, and data-driven decisions
2. SCALE AND DIVERSIFY REVENUE
strengthened philanthropy, earned income, and partnerships
3. BUILD A HIGH-PERFORMING WORKFORCE
leadership development, retention, and engagement
4. LEVERAGE PARTNERSHIPS FOR GREATER IMPACT
strategic collaborations and community integration
5. DELIVER HIGH-QUALITY, INTEGRATED SERVICES
trauma-informed, outcome-driven, and client-centered care