

EASTERSEALS SOUTHERN GEORGIA STRATEGIC PLAN FY 2022-2025

TEN YEAR VISION: TO DOUBLE THE AMOUNT OF CORE OUTCOMES.

MISSION

- To provide exceptional services to ensure that all people living with disabilities or special needs and their families have equal opportunities to live, learn, work and play in our communities.

OUR VALUES

AUTONOMY

Quality of life is greatly enhanced when people are allowed the maximum opportunity to self-direct their life, from where to live and work to how to spend their time.

INDIVIDUALISM

Each person is unique, with their own wants, needs and contributions. We design solutions for the person, one person at a time.

EXCEPTIONAL CARE

We treat each person with kindness, integrity, and respect. We balance the need to live, learn, work and play.

COMPASSION

We recognize that many are facing struggles beyond our experience and keep this recognition top of mind.

COLLABORATION

We understand that no one person or organization can provide for all a person's needs. We use partnerships and find resources which best suit their circumstances.

SWOT ANALYSIS

WEAKNESSES:

- High turnover, especially in direct care, with limited ability to pay above market wages.
- Rural locations often make recruiting more difficult.
- Limited “champions” outside of Albany.
- Overreliance on government funding.

STRENGTHS:

- Strong name recognition, long history of service to our community.
- Strong financial position.
- Core staff with long experience and great expertise.
- Great relationship with most legislators.
- Strong community influence from current and past Board volunteers.

OPPORTUNITIES:

- Expansion of services with Florida Easterseals affiliates.
- National Office is now grant-making entity.
- Collaboration with other entities for advocacy.

THREATS:

- Residential vacancies with limited opportunities to fill quickly.
- Lack of coordination at GVRA to keep the flow of vocational services moving.
- Changes in Government funding priority.
- Pressure to increase minimum wage.

CORE OUTCOMES

OUTCOMES	FY 21 (PROJECTED)	FY 22 GOAL (ESTIMATED)
Nights of Respite	140	151
Hours of Community Access	37,300	40,100
Community Outings	300	325
Residential Days of Care	11,200	12,000
Independent Living Skills Mastered	N/A	TBD
Dollars of Medical Expense	N/A	TBD
Number of People Placed In Jobs	23	25
Number of People Retained In Jobs	23	25
Hours of On-The-Job Training	N/A	TBD
Hours of Pre-Employment Training	1,500	1,620

THREE YEAR STRATEGIC OBJECTIVES

- Consider the addition of new residential properties
- Work closely with state support coordinators to reduce the time to fill residential vacancies
- Stabilize the direct care workforce
- Collaborate with GATES, SPADD, and others to create a better environment for all service providers
- Expand services in Florida territory
- Strengthen legislative relationships
- Increase the amount of restricted and unrestricted donations
- Start entrepreneurial activities to create work opportunities outside of GVRA.
- Reduce duplication of services