



## **Strategic Plan 2022 – 2025**

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### **Our Vision**

Individuals with Down syndrome are healthy, happy and successful. They and their families are effective advocates for their needs.

### **Our Mission**

The Down Syndrome Association of Delaware supports families, promotes community involvement, and encourages a lifetime of opportunities for people with Down syndrome.

### **Our Guiding Principles**

- All people have the potential to contribute to the community.
- Diversity should be embraced, not merely tolerated.
- Communities are stronger when differences are embraced, cherished, and cultivated.
- We are committed to creating a community where people can draw strength and support.

### **Strategic Goals and Objectives / July 2022 – June 2024**

1. Continue and expand high quality programming that is responsive to the changing needs and emerging needs of individuals with Down syndrome throughout their lives
  - 1.1. Strengthen and expand DSA's information and referral activities.
  - 1.2. Build a strong volunteer pool to partner with staff in providing programs and assisting and supporting the Down syndrome community.
  - 1.3. Expand both learning and social opportunities for adults with Down syndrome.
  - 1.4. Strengthen engagement with underserved communities and communities in southern Delaware.
  - 1.5. Establish an office and job training program in Kent or Sussex County. (Year 3)

2. Ensure a staff structure that will support DSA’s continued growth and long-term success
  - 2.1. Create and optimize staffing plan and implement as resources allow.
  - 2.2. Expand staff presence and engagement in southern Delaware.
3. Ensure DSA’s financial strength and sustainability
  - 3.1. Solidify the café’s business model.
  - 3.2. Strengthen philanthropic giving as a portion of DSA’s overall revenue.
  - 3.3. Implement financial policies and procedures to ensure resources for continued organizational expansion and innovation.
  - 3.4. Establish an endowment fund(s).
4. Strengthen DSA’s involvement in policy and legislative advocacy
  - 4.1. Educate our members on policy issues that impact those with Down syndrome.
  - 4.2. Provide opportunities for our members to engage in advocacy activities.
  - 4.3. Partner with others in advocating for systems change and improvement(s).
5. Ensure strong organizational leadership through an active and engaged board of directors
  - 5.1. Engage board members in opportunities for on-going learning about both Down syndrome and nonprofit governance
  - 5.2. Recruit board members who will bring new and diverse perspectives, knowledge, and expertise.
  - 5.3. Ensure the strong practice of governance through the leadership of the Board Development Committee.

*Adopted by the DSADE board on June 8, 2022.*