

MOVIN' OUT, INC.

Mission Statement

Movin' Out,
in partnership with people with disabilities and their allies,
creates and sustains
community-integrated,
safe, affordable housing solutions.

Vision Statement

Movin' Out strives to be the premier source
of community-integrated housing solutions
for people with disabilities in Wisconsin.

MOVIN' OUT, INC.

Core Values

These values function as a compass for Movin' Out, giving direction to the work we do every day:

- **Integrity:** With respect for their dignity and individuality, Movin' Out brings its resources to adults and children with disabilities to support their preferences for living ordinary lives within the community.
- **Competence:** Through a commitment to excellence, collaboration, and teamwork, Movin' Out generates the best possible housing solutions.
- **Stewardship:** Movin' Out responsibly manages resources to achieve stability for the organization and the households that benefit from our work.
- **Credibility:** Movin' Out earns its credibility through achievement and performance grounded in collaborative leadership, clear, reciprocal communication, and a commitment to fairness and honesty.
- **Creativity:** Through teamwork and engagement with a diverse group of partners, Movin' Out finds new ways to achieve its mission.

MOVIN' OUT, INC. THREE-YEAR STRATEGIC PLAN

Board of Directors

Objective: Mobilize our Board of Directors to be actively engaged in providing leadership and direction towards Movin' Out's envisioned future.

- Strategies:**
- Implement a strategic plan that provides direction for the future and enables us to monitor progress.
 - Develop and implement a formal orientation process for new Board members.
 - Clarify the role and expectations of Board members in all activities, including fundraising.
 - Cultivate potential new Board members who are committed to Movin' Out's mission and have expertise to support our objectives.
 - Take the lead in defining directions for Movin' Out's growth.
 - Create ad hoc advisory groups that include non-Board members, to support new initiatives.
 - Initiate discussions with boards of organizations with a stake in our mission
 - Continue to explore merger and other ways to unify the work of Movin' Out and WISH, a supporting organization of Movin' Out.

Staff

Objective: **Maintain our core mission and increase staff capacity and expertise to respond to growth opportunities.**

- Strategies:**
- Develop and strengthen an agency culture that retains family-friendly practices and supports flexibility, effective communication, opportunities and resources for personal/professional growth, and formal and informal recognition and appreciation.
 - Review and update personnel policies and procedures to reflect current job responsibilities, performance expectations, salary structure, and future programmatic needs.
 - Develop and implement a formal orientation process for new staff members.
 - Match staff capacity to all future initiatives.
 - Maintain our staff's reputation for excellence and passionate commitment to Movin' Out's values.
 - Emphasize affirmative recruitment practices to attract diverse applicants.

Growth

Objective: **Diversify our services to more fully meet the housing needs of consumers.**

- Strategies:**
- Conduct demographic, regulatory and economic research to inform our decisions on new initiatives.
 - Implement a post-purchase program that helps homeowners sustain their homes.
 - Expand coordinated housing opportunities outside of Dane County.
 - Pursue both owner-occupied and rental development opportunities that are financially feasible, preserve our CHDO status, and support our mission.
 - Expand our home ownership program and opportunities, e.g. including buyer broker capacity; strengthening our presence and funding in other counties.

Infrastructure

Objective: **Develop internal systems to streamline processes, maximize efficiencies, and enhance our credibility as a successful organization.**

- Strategies:**
- Incorporate an integrated, relational data base that captures current and historical data and includes contract management, accounting, housing counseling protocols, funding reports, mortgage loan tracking, staff hours, etc.
 - Develop a policies and procedures manual and implement a system for keeping it current.
 - Identify and correct office environment issues, such as physical space, telephone protocol, etc.

Funding

Objective: **Diversify our funding to support and sustain our growth and more fully meet the housing needs of consumers.**

- Strategies:**
- Expand non-government contacts, including foundations, corporations, community lenders and individual donors.
 - Expand the number of local, state and federal contracts, encompassing both housing and human services money.
 - Increase fundraising expertise of both board and staff through ongoing training and other learning opportunities.
 - Explore self-sustaining sources of revenue.

Outreach & Marketing

Objective: **Enhance our outreach and marketing to connect with the people we can help, collaborators, policy makers, funders and the public at large.**

- Strategies:**
- Advocate for the resources and system flexibility that allow people with disabilities to live in small, community-integrated homes and against pressure to congregate people with disabilities.
 - Develop and implement a public relations campaign.
 - Increase capacity to provide housing counseling to people whose first language is not English .
 - Target outreach to minority communities.