

WOMEN FOR SOBRIETY, INC.

STRATEGIC PLAN

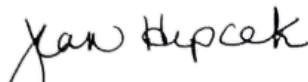
In the fall of 2020, the Staff and Board of Directors of Women for Sobriety committed to engaging in a strategic planning process. The goals included clarifying the Vision, Mission, and Values of the organization while articulating strategic objectives that would drive Women for Sobriety into the future while, honoring where it came from.

As Women for Sobriety moves forward, it commits to creating a supporting environment that invites and equips individuals to engage in personal and organizational needs.

A key component for each strategic objective is putting into place all the resources needed – human, financial, and otherwise. As Women for Sobriety moves ahead with implementing this strategic plan it will invest time in outlining project plans for each objective, guided by such questions as:

- What do we want to accomplish?
- What would success look like, and for whom?
- What strengths and resources do we have to build upon?
- Who else might care about this issue or effort, and what would it take for us to accomplish our goals together?
- Are all voices at the table? If not, what will it take to engage them?
- How will others perceive the decisions we make or the actions we take?
- Do our decisions worsen or ignore existing inequities?
- Will our decisions and actions uphold and advance our Vision and Mission? Are we living in our Values?

As Women for Sobriety takes this next step, the organization and its members will continue to live by the philosophy: *Release the past – plan for tomorrow – live for today.*



Jean H.

Chair, Board of Directors



Adrienne Miller
President/CEO

STRATEGIC OBJECTIVES

PROGRAM DEVELOPMENT

Women for Sobriety renews its commitment to the effectiveness of the New Life Program.

- Prominently honor the creator (Jean Kirkpatrick), creation, and roots of the New Life Program.
- Ensure the New Life Program remains innovative and aligns with current research and best practices in the substance use disorder field.
- Develop and update books, guides, and other materials that effectively convey the message of the New Life Program while increasing its relevance to diverse audiences.
- Position the New Life Program as premier sobriety program for women, supporting each woman wherever she may be on her sobriety path.



SERVICE DEVELOPMENT

Women for Sobriety renews its commitment to enhancing the delivery of the New Life Program.



- Increase awareness of the services of Women for Sobriety and the New Life Program, ensuring broad, global access to meetings and materials.
- Develop and implement a multimedia education and outreach campaign to reach current and new audiences while ensuring all outreach, marketing, and promotional materials reflect a commitment to diversity, inclusion, and equity and are culturally sensitive and accessible.
- Reimagine, enhance, and grow participation in hybrid delivery of conferences and meetings.
- Develop and grow opportunities to deliver the New Life Program through collaborative partnerships, using data to inform realistic goals, costs, and timelines for engaging new audiences.

NEW LIFE PROGRAM ACCEPTANCE STATEMENTS

ORGANIZATIONAL WELLNESS

Women for Sobriety will ensure that clear and high functioning human resources are in place to fulfill its strategic objectives and mission.

- Identify all needed volunteer roles and implement a recruitment strategy and timeline.
- Update the Guiding Principles to ensure they bring out the best in individuals and team, clearly articulating responsibilities, expectations, communications, and decision-making.
- Ensure each Management Team has a clearly defined purpose tied to an organizational need and a robust volunteer recruitment, on boarding, retention, and succession plan.
- Review all volunteer roles to ensure clear purposes, recruitment, on boarding, retention, and succession plan.
- Update, deliver (online and in-person, as appropriate), and access comprehensive staff and volunteer development and training opportunities that include, but are not limited to:
 - Facilitating virtual and in-person meetings
 - Diversity, inclusion, equity, access, and anti-racism
 - Board roles and responsibilities

Women for Sobriety will ensure that all financial resources are in place to fulfill its strategic objectives and mission.

- Develop plan to grow and diversify funding.
- Understand historical trends of fundraising data in each revenue area and use data to inform realistic goals, costs, and timelines.
- Identify and implement conditions for success prior to launching any new or enhanced revenue effort.

1. I have a life-threatening problem that once had me.
I now take charge of my life and my well-being. I accept the responsibility.
2. Negative thoughts destroy only myself.
My first conscious sober act is to reduce negativity in my life.
3. Happiness is a habit I am developing.
Happiness is created, not waited for.
4. Problems bother me only to the degree I permit.
I now better understand my problems. I do not permit problems to overwhelm me.
5. I am what I think.
I am a capable, competent, caring, compassionate woman.
6. Life can be ordinary or it can be great.
Greatness is mine by a conscious effort.
7. Love can change the course of my world.
Caring is all-important.
8. The fundamental object of life is emotional and spiritual growth.
Daily I put my life into a proper order, knowing which are the priorities.
9. The past is gone forever.
No longer am I victimized by the past. I am a new woman.
10. All love given returns.
I am learning to know that I am loved.
11. Enthusiasm is my daily exercise.
I treasure the moments of my New Life.
12. I am a competent woman, and I have much to give life.
This is what I am, and I shall know it always.
13. I am responsible for myself and for my actions.
I am in charge of my mind, my thoughts, and my life.

VISION

WFS envisions a world where individuals live mindful lives and take responsibility for their thoughts and actions.

MISSION

Through the New Life Program, WFS supports women seeking a sober life in recovery from problematic substance use.

VALUES

Compassion: WFS promotes empathy and caring for self and others.

Connection: WFS creates safe spaces where women support the expression of thoughts, feelings, and needs.

Empowerment: WFS encourages and celebrates women and their right to be their own unique individuals.

Love: WFS commits to authentic relationships defined by mutual value and worth.

Respect: WFS acts with integrity, honoring every woman's experiences and ideas.

WFS MOTTO

*We are capable and competent,
caring and compassionate,
always willing to help another,
bonded together in overcoming our addictions.*

