



Strategic Plan

2012-2015

Our Mission

To lead, to advocate, to educate, to collaborate, to prevent and end sexual and domestic violence in Arizona.

Our Customers

- The direct recipients of our services are providers of direct services to victims and survivors of sexual and domestic violence.
- Victims and Survivors of Sexual and Domestic Violence are the beneficiaries of our mission

Our Vision

We envision a world in which all individuals are safe and communities champion respect and equality.

Our Strategies

Advocacy ~ Education ~ Collaboration ~ Operations ~ Public Relations

Our Plan

The overarching goal of the Coalition is to provide Leadership in the Sexual and Domestic Violence community.

Goal 1: Advocate for statutory policy changes that are more responsive to victims' needs. (Advocacy)

- **Objective 1:** Ensure legislative proposals and laws do not adversely affect victims of sexual and domestic violence.
- **Objective 2:** Create a process for disseminating information about new laws.
- **Objective 3:** Expand ACESDV's involvement with Fatality Review initiatives.
- **Objective 4:** Evaluate Sexual Violence data collection policies and practices.
- **Objective 5:** Explore establishing state funding for sexual assault services and prevention.

Goal 2: Work with Sexual and Domestic Violence Programs to create a paradigm shift related to service delivery. (Education)

- **Objective 1:** Create advanced focus trainings to address victim-centered advocacy, anti-racism services to women of color and program access within the sexual and domestic violence communities.
- **Objective 2:** Develop leaders for the future of the anti-violence movement.
- **Objective 3:** Increase availability of Sexual Violence training for service providers, educational institutions, first responders, and law enforcement.
- **Objective 4:** Establish service standards for Sexual Violence programs based upon best practices.

Goal 3: Expand collaborations within and outside the sexual and domestic violence communities. (Collaboration)

- **Objective 1:** Have strong relationships throughout the sexual and domestic violence communities, to include prevention and intervention service providers.
- **Objective 2:** Collaborate with key stakeholders to enhance capacity to address sexual and domestic violence related issues.
- **Objective 3:** Increase ACESDV's capacity for violence prevention education.
- **Objective 4:** Increase collaborations with in communities of color.

Goal 4: Increase long-term sustainability for ACESDV. (Operations)

- **Objective 1:** Develop a fundraising plan to diversify funding.
- **Objective 2:** Expand ACESDV's capacity for programming.



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- **Objective 3:** Improve processes within the organization.
- **Objective 4:** Expand Board representation, with a focus on non-Maricopa and Sexual Violence Community members
- **Objective 5:** Increase Staff capacity/knowledge base around Sexual Assault/ Sexual Violence

Goal 5: Expand public awareness of the role of ACESDV and sexual and domestic violence through campaigns. (Public Relations)

- **Objective 1:** Achieve public awareness of who ACESDV is and what we do.
- **Objective 2:** Participate in a public awareness campaigns for sexual and domestic violence.
- **Objective 3:** Enhance website to be more victim/survivor friendly.
- **Objective 4:** Create a new committee focusing on engaging and mobilizing supporters of ACESDV's mission.