



Strategic Plan

VISION

Eliminate Health Inequities in Northern Sonoma County

MISSION

We connect people and resources to promote wellness in underserved communities

GUIDING PRINCIPLES

Our Guiding Principles inspire our actions including grant making, Board membership and hiring, strategies and interactions with one another

COMMUNITY

We continuously build and sustain meaningful relationships as members of our community. We are dedicated to listening to, respecting and empowering the community, while honoring the diversity of each other's experience.

COMPASSION

We fully immerse ourselves in the human experience, with sincerity, active listening and kindness. Everyday we strive to embody the words of Coretta Scott King: *"The greatness of a community is most accurately measured by the compassionate actions of its members."*

EQUITY

We create solutions together to support those with the greatest needs and the fewest resources including families with young children. Through an authentic exchange of ideas and community, we understand all voices are necessary for change and acknowledge our blind spots.

STRATEGIC AREAS OF FOCUS

To support equitable access to culturally sensitive healthcare and mental health services, and promote overall community wellness

HEALTH EDUCATION AND PROFESSIONAL DEVELOPMENT

Examples:

- Community workforce advancement
- Mental Health Talent Pipeline
- Community Health Workers/Promotores
- HOPE scholarships at SRJC
- Promotion of professional development opportunities

COMMUNITY RESILIENCE, ENGAGEMENT AND SUPPORT

Examples:

- Community Wellness Center convenings
- Promotion of community resources
- Responsive, Strategic and Emergency Grants
- Communications— newsletter, blogs, press releases
- Representation in county-wide collaborations