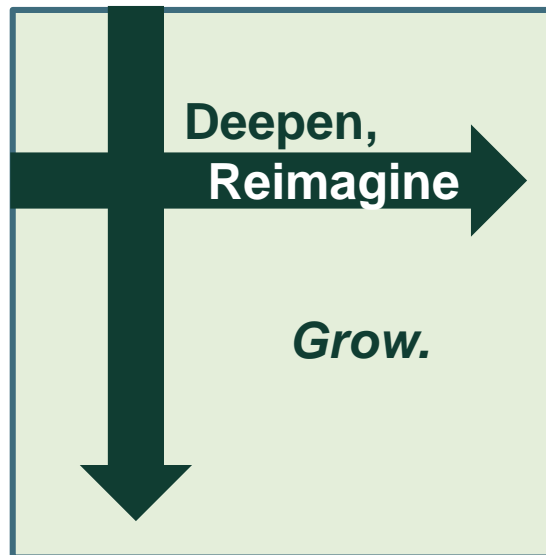


STRATEGIC PRIORITIES

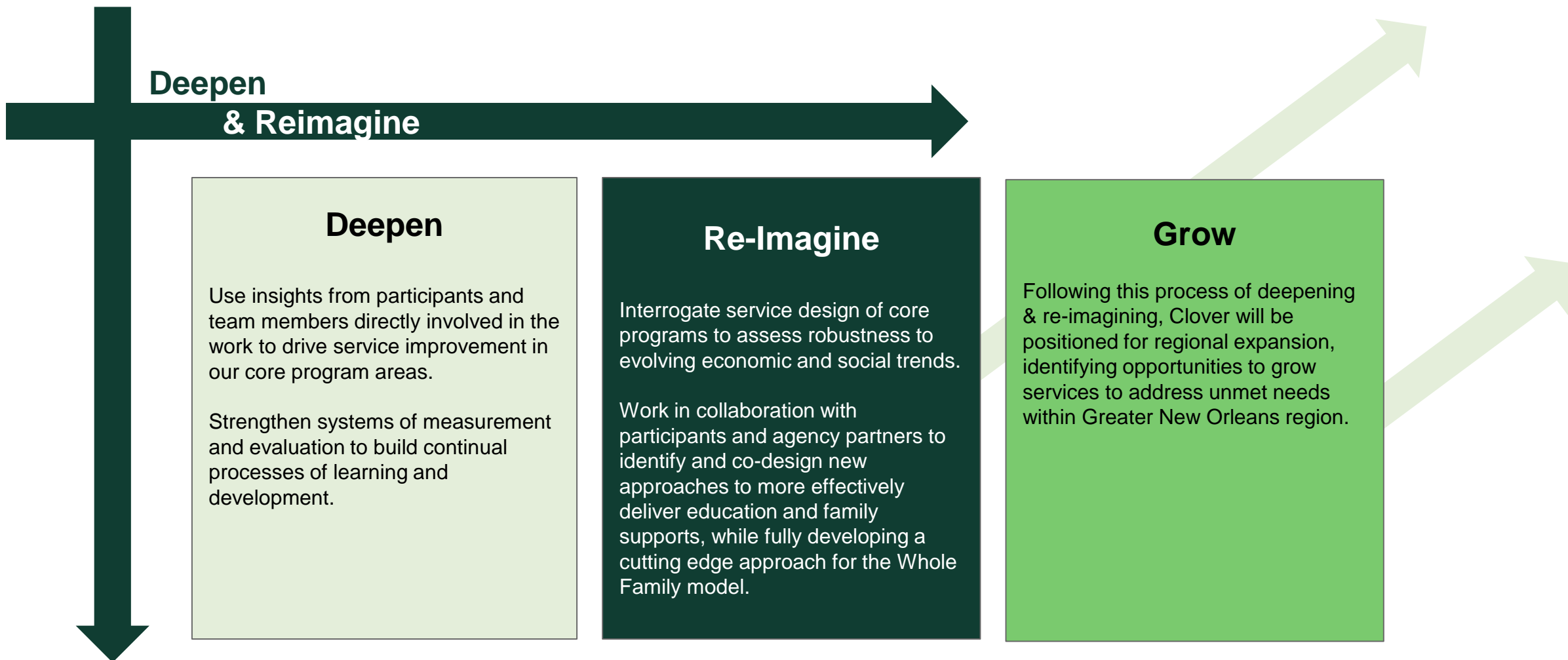
Our Strategic Approach

In the coming years we will build on our 128-year tradition of high impact, creative and innovative service delivery, continuing to serve the community while **deepening and reimagining our offerings** to meet its ever-evolving needs.

We are committed to **partnering with our participants**, elevating their voices and expertise to reimagine our work. Simultaneously, we will **build collaborative alliances** across the ecosystem, while establishing Clover as a **national leader in the Whole Family Approach**, poised to scale application of our model across the region.



DEEPEN, RE-IMAGINE, GROW



SUMMARY: STRATEGIC PRIORITIES & INTERNAL FOCUS AREAS



Leader in Whole-Family Support

Establish Clover as an aspirational model with inter-connected cross-organizational supports that meet holistic needs through shared assessments, increased inter-agency referrals and resource alignment, and shared measurements for outcomes and impact.



Participant Power & Advocacy

Elevate program participants and community members as leading voices and advocates for policy change, co-creators of organizational programs and services, and organizational ambassadors sharing their stories and experiences.



Strategic Network Alliances

Serve as coordinator and convenor of regional service provider organizations to enhance collaborative information-sharing, drive coordinated funding requests, and build alignment around collective advocacy priorities.

Invigorate Internal Communications Systems

Modify existing collaborative tools, systems, norms and practices to drive inter-agency communication, coordination, and information-sharing.

Promote Staff Development & Training

Reinforce existing staff development and training processes to bolster staff member efficacy, retention, and morale.

Enhance Strategic Communications & Fund Development

Deepen integration of data and storytelling into organizational messaging, driving individual giving and creating a culture of fundraising.

Deepen Board Engagement & Development

Partner with board members to enhance engagement in organizational strategy and growth, while incorporating participant voice into governance.

Develop Proactive “Whole Agency” Succession Plan

Develop pathways and supports for a new generation of leadership to ensure future organizational sustainability and success.

STRATEGIC FRAMEWORK: MEASURES OF SUCCESS

STRATEGIC PRIORITIES

Leader in Whole-Family Support

Success looks like

- Families achieving a high percentage of the goals they set with their coaches and advocates
- Participants benefiting from multiple Clover and cross-agency partner programs across service areas.
- Clover engaging with agencies regionally and nationwide to share lessons learned.

Strategic Network Alliances

Success looks like

- Partner organizations coordinating seamlessly for wrap-around supports.
- Positive programmatic outcomes for engaged partners.
- Increased grant submissions and funded proposals for collaborative projects.
- Increased collective advocacy around core components of Whole Family Approach and ensuring diversity, equity and inclusion.

Participant Power & Advocacy

Success looks like

- Participants collaborating and self-organizing to lead advocacy campaigns and being recognized as community leaders.
- Participants having substantive representation and engagement opportunities on Clover committees, program design, and organizational governance.

INTERNAL FOCUS AREAS

Successfully **invigorating internal communication systems** should result in high levels of engagement and increased satisfaction reported from agency staff.

Staff Development & Training should result in enhanced staff performance and skill building, increased job satisfaction, decreased staff turnover, increased internal promotions and hires, and increases in reported trust and transparency.

The success of **enhanced strategic communications & fundraising** will be measured by increases in unrestricted funds, new donors, retention of existing donors, increased major gifts donors, unrestricted funds, and multi-year corporate and foundation grants.

Clover's **board engagement** will be measured against the ability to recruit and retain board members, active and engaged board member participation and fulfillment of respective roles and responsibilities, new relationships fostered by board members, and 100% board Annual Fund giving.

The results of **proactive succession planning** will be the creation and maintaining of a strong and defined leadership pipeline and preparation of staff at all levels for career advancement within the organization..