

EChO Strategic Framework

Vision: Nurturing Hope, Health & Security

Mission: EChO champions people on their unique path from survival to success

Foundational Values: unconditional regard, human connection, and dedicated advocacy that acknowledges the inherent value of every human being

Aspirational Goals (Who we strive to be)

Goal #1 - Missional Clarity & Program Excellence

Committed to Human Services Excellence:

EChO is a highly respected human services provider, recognized for our clear, client-centered mission, steadfast core values, and unwavering commitment to program excellence that delivers quantifiable and meaningful change to those we serve. Our goal is to inspire others and set a standard for client-centered approaches that will transform our community and help us realize a shared vision of a better world.

Goal #2 - Safe & Supportive Environments

A Model for Community Engagement and Empowerment:

EChO serves as a symbol of hope, providing a welcoming and safe environment for all individuals to thrive. Our goal is to cultivate a culture of belonging and create a supportive space that celebrates the value of each person: clients, staff, volunteers, donors and partners alike. With a focus on promoting dignity, respect, and unity, we aim to inspire a cultural shift within and beyond our community.

Goal #3 - Workforce & Operational Excellence

Leading the Way as a Great Place to Work:

EChO has a strong reputation as an organization with exceptional practices in nonprofit operations and workforce management leading to high level talent acquisition and retention. Our values center on fostering innovation, accountability, and continuous improvement, while making the most of our resources to effect positive, sustainable change.

Strategic Objectives 2024-26 (What we want to accomplish)

- #1 Design and conduct a community needs assessment
- #2 Design and implement a staff well-being strategy
- #3 Develop a robust professional development and staff training program
- #4 Initiate a formal capital campaign
- #5 Develop and activate a comprehensive marketing and communication strategy

Critical Success Pillars (How we are going to get there)

Marketing and Communication

Goal: To create a coordinated and consistent strategy to communicate EChO's message while building relationships and partnerships to advance the mission

Financial Stability

Goal: Ensure long-term financial sustainability to keep EChO thriving and delivering impact

Community Engagement

Goal: to raise awareness and compel action across the community regarding our mission

Program Delivery and Organizational Learning

Goal: to be an organization that continually learns, grows, and adapts in response to the needs of a changing world

Infrastructure & Processes

Goal: To implement our strategic vision, improve the delivery of our mission and ensure a sustainable organization

Client-Centered (What drives and undergirds everything we do)