

STRATEGIC PLAN – FY 2020 – FY 2022

September 1, 2019 – August 31, 2022



Founded in 1981, the Integral Care Foundation was formed to help Integral Care achieve its vision of Healthy Living for Everyone. In the early years, Integral Care Foundation purchased property and was the local leader in providing supportive housing for clients of Integral Care.

Today, the foundation works to fulfill its mission of raising awareness and funds to support the full range of programs and services that Integral Care provides, and envisions a world where all people are connected to the care they need to live a mentally healthy life.

The Integral Care Foundation raises funds that bridge the gaps between what is and what can be, between government-funded and specialized services – all to enhance and expand existing services of Integral Care.

Integral Care helps people build health and well-being so everyone has the foundation to reach their full potential. Integral Care supports adults and children living with mental illness, substance use disorder, and intellectual and developmental disabilities in Travis County.

As the designated Local Mental Health Authority (LMHA) and Local Intellectual and Developmental Disability Authority (LIDDA) for Travis County, Integral Care evaluates the needs of the community and plans, develops policy, coordinates services and uses resources to address those needs.

In order to achieve both our vision and our mission, Integral Care Foundation is committed to raising awareness, raising resources, ensuring organizational effectiveness, and strengthening our relationship with Integral Care.

Integral Care Foundation's 2020-2022 Strategic Plan is designed to be a flexible and adaptable tool that supports the foundation's development and growth that advances the impact it can provide to the programs and services of Integral Care.

MISSION

To raise awareness and funds to support the mental health services Integral Care provides.

VISION

A world where all people are connected to the care they need to live a mentally healthy life.

VALUES

Integrity/Honesty

We conduct ourselves with integrity, as morally responsible and honest stewards of the financial resources raised.

Respect

We respect all persons with diverse backgrounds and lived experiences.

Cooperation

We work collaboratively with others, especially fellow Board Members, with a supportive spirit.

Transparency/Openness

We are always open and transparent about the work we do for the Foundation, avoiding any conflict of interest that could be self-serving.

Compassion

We express our compassion for the people we help by working hard to raise awareness and resources for the needed services.

GOAL	STRATEGIES	TACTICS
<p>RAISE AWARENESS Create multiple methods of communication to raise awareness of Integral Care Foundation as the fundraising arm of Integral Care.</p>	<ul style="list-style-type: none"> • Develop plan for launching name change. • Develop communications plan to increase visibility of the new name, Integral Care Foundation. 	<ul style="list-style-type: none"> ○ Promote name change. ○ Identify and expand avenues for communications. ○ Create timeline for specific topics/outreach efforts. ○ Collaborate with Integral Care Communications Department to participate its community forums/events. ○ Produce quarterly newsletter. ○ Maintain timely posts to website and Facebook. ○ Attend monthly networking events with community stakeholders.
<p>RAISE RESOURCES Secure increased levels of sustaining funding from diverse resources.</p>	<ul style="list-style-type: none"> • Leverage existing resources and secure new funding from diverse sources. • Identify Integral Care programs with which we can leverage Integral Care Foundation support. • Increase annual revenue such that Integral Care Foundation has reached a self-sustaining level of revenue within five (5) years. • Board Development Committee ensures board members participate in best practices related to raising funds. 	<ul style="list-style-type: none"> ○ Conduct analysis of 2019 funding sources. ○ Develop Annual Giving Plan which includes the three major components of fundraising appeals, events, and stewardship. ○ Develop marketing plan to coincide with annual giving plan to increase fundraising capabilities. ○ Use of innovative practices to secure new funding. ○ Utilize Integral Care program staff to meet with potential donors, as appropriate. ○ Reduce reliance on Annual Gala by at least 10% each year.

GOAL	STRATEGIES	TACTICS
<p>ORGANIZATIONAL EFFECTIVENESS Ensure that Integral Care Foundation is well-run.</p>	<ul style="list-style-type: none"> • Move from a working-board model to a governing board model where the board’s role is more oversight and less day-to-day involvement. 	<ul style="list-style-type: none"> ○ Research the right tool to use to conduct an organizational capacity assessment. Use this data to identify areas of change. ○ Increase infrastructure and staffing to correspond with growth of the Integral Care Foundation. ○ Develop a Policy Manual that includes policies in the areas of board governance and functions, fundraising, and communications. <ul style="list-style-type: none"> • Include a policy relating to the use of the endowment funds available to grant. ○ Operate effectively as strategic thinkers and generative planners. ○ Implement a board development plan to optimize effectiveness and efficiency as a policy-making board. ○ Cultivate a board of directors grounded in diversity, inclusion, and equity.
<p>RELATIONSHIP WITH INTEGRAL CARE Continue to improve how we communicate and collaborate.</p>	<ul style="list-style-type: none"> • Integral Care Foundation (ICF) board members increase knowledge of Integral Care programs. • ICF board president and executive director serve as liaisons to Integral Care Board of Trustees. • Board of Trustees members serve on Integral Care Foundation Board of Directors. • ICF Executive Director meets regularly with Integral Care CEO and key staff members. 	<ul style="list-style-type: none"> ○ Integral Care staff will present information on the various programs and services at Integral Care Foundation board meetings. ○ ICF board members attend Integral Care community forums/events. ○ ICF board president and executive director attend Integral Care Board of Trustees board meetings and board retreats. ○ Executive Director meets monthly with Integral Care CEO, Resource Development staff, and Communications Department staff.