

# THE WOMEN'S ADVOCACY CENTER'S STRATEGIC PLAN

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2025 - 2030

# **The Women's Advocacy Center Strategic Plan 2025-2030**

## **INTRODUCTION**



The Women's Advocacy Center's strategic plan is designed to provide a framework for how we will move forward in achieving our vision over the next five years. With the help of Dr. Sarah Leat from the University of Memphis, our leadership identified three key priorities we believe capture the way we plan to deliver positive impacts and outcomes.

Our Board of Directors led the way in charting our path forward for the next five years. We also engaged clients, donors, grantors, staff, external stakeholders, and volunteers. They helped us identify areas where we were already successfully delivering on our mission, areas where we could improve, where there were opportunities for development and growth, and where we could better leverage our assets to overcome challenges.

The result is a plan which will enable us to continue leading the way in providing trauma-informed programs and services to women and children who have experienced domestic abuse in rural and suburban Shelby County and beyond.

## **OUR MISSION**

**To e empower and support survivors and victims of domestic abuse in rural and suburban Shelby County as we share the love of God.**

We will achieve our mission by:

- Collaborating locally and across the state with strategic partners.
- Educating our clients on how to achieve long-term stability in all areas of their lives.
- Raising awareness about how domestic abuse impacts families and others in our communities.
- Serving our clients and the community with a Gospel-centered love.



# OUR VISION

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We envision **trauma-informed communities** where members **courageously collaborate** on ways to **actively create** safe places where women and children can thrive in every aspect of their lives without the fear of harm.

# OUR BELIEFS

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- Compassion without compromise;
- Ethical behavior in all our relationships;
- Fearless advocacy;
- Good stewardship over what God has entrusted to us;
- Love for God, ourselves, and others;
- Inclusiveness; and
- Time for fun, rest and stillness

**We are a place of hope for survivors  
and victims of domestic abuse.**



# Why Are Our Services Needed?

Domestic abuse is the **3rd** leading cause of homelessness.

**60%**

Percentage of victim requests for housing. Source: [homlessnesslaw.org](https://homlessnesslaw.org)

Over half (**52%**) of domestic abuse victims need support to help them stay in their own home or move to an affordable and safe new accommodation.

Source: Safe Lives Insight Data

Addressing the overlap of **domestic abuse** with **homelessness, mental health issues, poverty, and unemployment** requires a comprehensive and integrated strategy. These issues are often interrelated, creating a **cycle that can be difficult to break**.

By recognizing the interconnectedness, we can develop **targeted interventions** that **address multiple factors simultaneously**, providing more **effective support and improving outcomes** for those affected. Our approach includes **coordinated services, cross-sector collaboration**, and **programs/services** that **address the root causes** of these challenges.

## Domestic abuse impacts mental health.

Studies suggest that between 30% and 84% of women experience domestic abuse will develop PTSD. Source: [ojp.gov](https://ojp.gov)



**30%**

# ADVOCATE. EXPAND. LEAD.

**We have 3 STRATEGIC PRIORITIES where we will focus our attention over the next five years.**

- Advocate for victims' rights and safety
- Expand our geographic impact
- Lead the way in providing trauma-informed programs and services in Shelby County and beyond

With this focus, we are committed to consistently serving women and children in rural and suburban Shelby County who have experienced domestic abuse. We will build strong connections which will allow us to expand our programs and lead the way in advocacy and support.



## ADVOCATE

Fearlessly advocate for funding and legislation to ensure the consistent delivery of programs and services needed to provide safety and economic support for survivors and victims of domestic abuse in Shelby County and beyond.



## EXPAND

Expand and enhance victim-centered programs and services which lead to positive outcomes for more individuals in and around Shelby County who have experienced domestic abuse.



## LEAD

Lead local and statewide collaborative efforts to prevent abuse, raise awareness about abuse, hold accountable those who engage in abusive behavior, and offer comprehensive support to those who experience abuse.

# Our Plan



## ADVOCATE

Fearlessly advocate for funding and legislation to ensure the consistent delivery of programs and services which result in a decrease in housing insecurity and poverty for survivors of abuse, while increasing support for mental health, and legal services.

Advocacy is crucial at The Women’s Advocacy Center because it serves as a powerful intervention strategy to support survivors and prevent future instances of domestic abuse. By addressing the root cause of domestic abuse, advocacy efforts help to create long-term solutions that go beyond immediate relief. An integrated approach ensures that all aspects of a survivor’s needs are met, from legal assistance and counseling to housing and financial support. This comprehensive strategy not only empowers individuals but also fosters a safer and more supportive community for everyone.

Key Indicator	Activity / Project	Data / Outcome
Number of clients who achieve safety after leaving an abuser	Support the passage of Marsy’s law and other legislation to hold abusers accountable in crease victim rights.	<ul style="list-style-type: none"><li>• Decrease in DV calls in our service areas</li><li>• Increase in abusers attending inervention programs</li></ul>
Affordable and safe housing available to clients in our geographic service areas	Identify funding and or partners to support long-term and transitional housing for our clients	<ul style="list-style-type: none"><li>• Consistent clean, safe transitional housing options available</li><li>• Long-term housing available in each community we serve</li></ul>
Improved emotional and mental well-being for survivors of domestic abuse enrolled in our programs and services	Offer clients two-year access to professional coaching and counseling services	<ul style="list-style-type: none"><li>• Client’s ability to address and identify obstacles to emotional and mental health stability</li><li>• Client’s ability to identify healthy and nonhealthy relationship patterns</li></ul>

# Our Plan



## EXPAND

Expand and enhance victim-centered programs and services which lead to positive outcomes for more individuals in and around Shelby County who have experienced domestic abuse.

Expanding The Women's Advocacy Center's programs and services is vital to provide tailored support through a victim-centered approach. By increasing our geographic reach, we can assist more survivors in underserved areas, ensuring access to critical resources. This expansion will help address the complex nature of domestic abuse more effectively, fostering a safer community for all.

Key Indicator	Activity / Project	Data / Outcome
Successful program expansion across specific geographic areas in TN	Implement learned operating procedures for successfully expanding to new geographic service areas	<ul style="list-style-type: none"><li>• Expansion into two Tennessee counties</li><li>• Staff and volunteers in place to manage new service locations</li></ul>
Increased capacity	Hire qualified staff and recruit volunteers in two specific geographic areas of expansion	<ul style="list-style-type: none"><li>• 6 key staff positions trained to serve in two new Tennessee locations</li><li>• 6 volunteers trained to serve in two new TN locations</li></ul>
Increase in funding through donors, grants, and corporate partners	Identify new corporate partners, donors, and potential grants to support our mission	<ul style="list-style-type: none"><li>• Increase in the number of corporate partners and recurring donors</li><li>• Increase in the number of grants awarded for programs, services, and capacity expansion</li></ul>

# Our Plan

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### LEAD

Lead local and statewide collaborative efforts to prevent abuse, raise awareness about abuse, hold accountable those who engage in abusive behavior, and offer comprehensive support to those who experience abuse.

Being a leader in providing victim services at The Women's Advocacy Center is crucial because it ensures a trauma-informed and evidence-based approach to support survivors effectively. By prioritizing collaboration with other organizations and stakeholders, we can offer comprehensive and holistic care. This leadership role helps us set a standard of excellence in addressing the complex needs of those affected by domestic abuse.

Key Indicator	Activity / Project	Data / Outcome
Contribute to expanding the use of the Lethality Assessment Protocol (LAP) to better protect victims in each of our service areas	Collaborate with the Family Safety Center and municipal law enforcement agencies to implement LAP 2.0	<ul style="list-style-type: none"><li>LAP 2.0 implemented in all municipal law enforcement agencies.</li></ul>
Consistent reporting of domestic violence data from law enforcement	Develop partnerships with all law enforcement agencies in our service area	<ul style="list-style-type: none"><li>Identified contact at each law enforcement agency in our service areas who tracks and shares DV data regularly</li></ul>
Participation in local and statewide efforts to address and prevent domestic abuse	Members of TWAC are sought to engage in local and statewide activities with a goal of addressing and preventing domestic abuse.	<ul style="list-style-type: none"><li>TWAC members obtain key local and statewide positions to influence practices to address and prevent abuse</li></ul>



## The Women's Advocacy Center

# SUMMARY

**Together, we can move confidently towards a future where every woman feels safe, supported, and empowered. Join us in sharing hope and changing lives as we build stronger, more resilient communities.**



### ADVOCATE

- Keep women and children safe and sheltered after fleeing an abusive partner
- Advocate for victim rights legislation
- Raise awareness about needed services for survivors and victims

### EXPAND

- Implement a multi-faceted approach to fundraising
- Increase capacity by hiring qualified staff and volunteers
- Develop key partnerships for strategic program expansion



### LEAD

- Support expanding the Lethality Assessment Protocol 2.0
- Encourage consistent reporting and sharing of domestic abuse data across our service areas
- Lead efforts to address and prevent abuse

“We are trying to do something courageously different at TWAC. Our goal is to collaboratively offer a holistic, integrated approach to overcoming the obstacles and systems in our communities which allow domestic abuse to happen in families. God is our guide, and nothing is too hard for Him.”

Founding President and CEO, R. Romona Jackson, Esq.

## The Women's Advocacy Center

# ACKNOWLEDGEMENTS

Many thanks to those who made this strategic plan possible. During the past seven years, your contributions have proven valuable time and time again.

Those responsible for **concept, coordination, and input:**

Dr. Sarah Leat, the University of Memphis

TWAC Board of Directors - 2022-2024

Donna Nash, Thomas W. Briggs Foundation

Daynette Blackwell, past Board Treasurer and Current Donor

Several previous TWAC clients, 2023

TWAC staff and volunteers 2023-2024



We also recognize the on-going encouragement, prayers, and support of TWAC contributors, donors, staff, and volunteers since 2018.

**Thank you for your continued support  
in our efforts to share hope and  
change lives.**

## Contact

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