



Strategic Plan

2025-2030



Our Mission...

Respecting the dignity of each person,
St. Vincent de Paul Georgia brings help and hope
to those in need so they may achieve stability
and move toward self-sufficiency.



We Believe ...

- Our works must incorporate our Essential Elements of Spirituality, Friendship and Service. (Rule, Part III, Statute 1)
- Council activities need to be responsive to needs of Conferences. (Rule, Part I, 3.6)
- By 2030, SVdP Georgia can impact double the number of neighbors we serve today.
- Our fundraising potential is greater than our historical experience.
- We need to prioritize efforts to recruit younger and more diverse members.
- We need to develop a greater presence in South Georgia and the Diocese of Savannah.
- Eviction prevention should continue to be the primary focus of our direct aid efforts.
- Efforts to increase the incomes and stability of those we serve should be prioritized.
- Partnerships with other organizations should be fostered and strengthened.



Executive Summary

Nearly 200,000 people annually place their trust in St. Vincent de Paul Georgia to see them through a difficult time and help clear a path to self-sufficiency. Grounded in values that respect the dignity, rights and agency of all people, the long-respected brand of St. Vincent de Paul connotes comfort for people in distress.

Our challenge for this 5-year strategic plan will be to build on the trusted name of St. Vincent de Paul, while propelling the mission into a new age and level of service, addressing the increasingly complex needs of our neighbors.



Executive Summary

The plan will build on our **core mission** of providing **help and hope to neighbors** in need through **personal encounters, with kindness, compassion and respect.**

The next five years will focus on

BUILDING NEIGHBORHOODS OF SUPPORT AND FRIENDSHIP



Executive Summary

BUILDING NEIGHBORHOODS OF SUPPORT AND FRIENDSHIP

through programs that combine:

- tangible aid
- personal care and spiritual up-lift
- innovative solutions to address complex needs

Ultimately, helping people transform their lives and control their own destiny



Executive Summary

Key External Issues:

- Housing accessibility and affordability of basic needs is a crisis for Georgia's working poor:
 - The wage gap is deepening
 - Evictions have been on the rise following a COVID-induced moratorium which contributed to a false sense of security and huge amounts of debt for some of our neighbors.
 - Food insecurity, particularly in rural areas, threatens the future of our children and families.
- Gaps in medical coverage
- Influx of immigrants



Executive Summary

Key Internal Issues:

- Vincentians shoulder huge responsibilities, out-of-scope for a typical volunteer role; burnout is a reality.
- Caseworkers can offer only a fraction of direct aid that is needed for a growing number of neighbors with insurmountable past due rental debt.
- Our Vincentian community is aging.
- Technology is under-utilized to facilitate resource partnerships and efficient casework.
- Expanding our mission requires an significant increase in funding.



Executive Summary

NEIGHBORHOODS OF SUPPORT AND FRIENDSHIP



Strategic Plan: Internal Pillars

Building NEIGHBORHOODS OF SUPPORT FRIENDSHIP within our Vincentian community:

1) Supporting Conferences:

Grow, revitalize and diversify conferences with strong leaders and systems to perpetuate learning and growth

2) Supporting Vincentians:

Fortify Vincentian volunteers with spiritual and practical tools to build confidence, ground our work in our core mission, and address complex needs.



Strategic Plan: External Pillars

Building NEIGHBORHOODS OF SUPPORT AND FRIENDSHIP for external constituencies:

1) Supporting Neighbors:

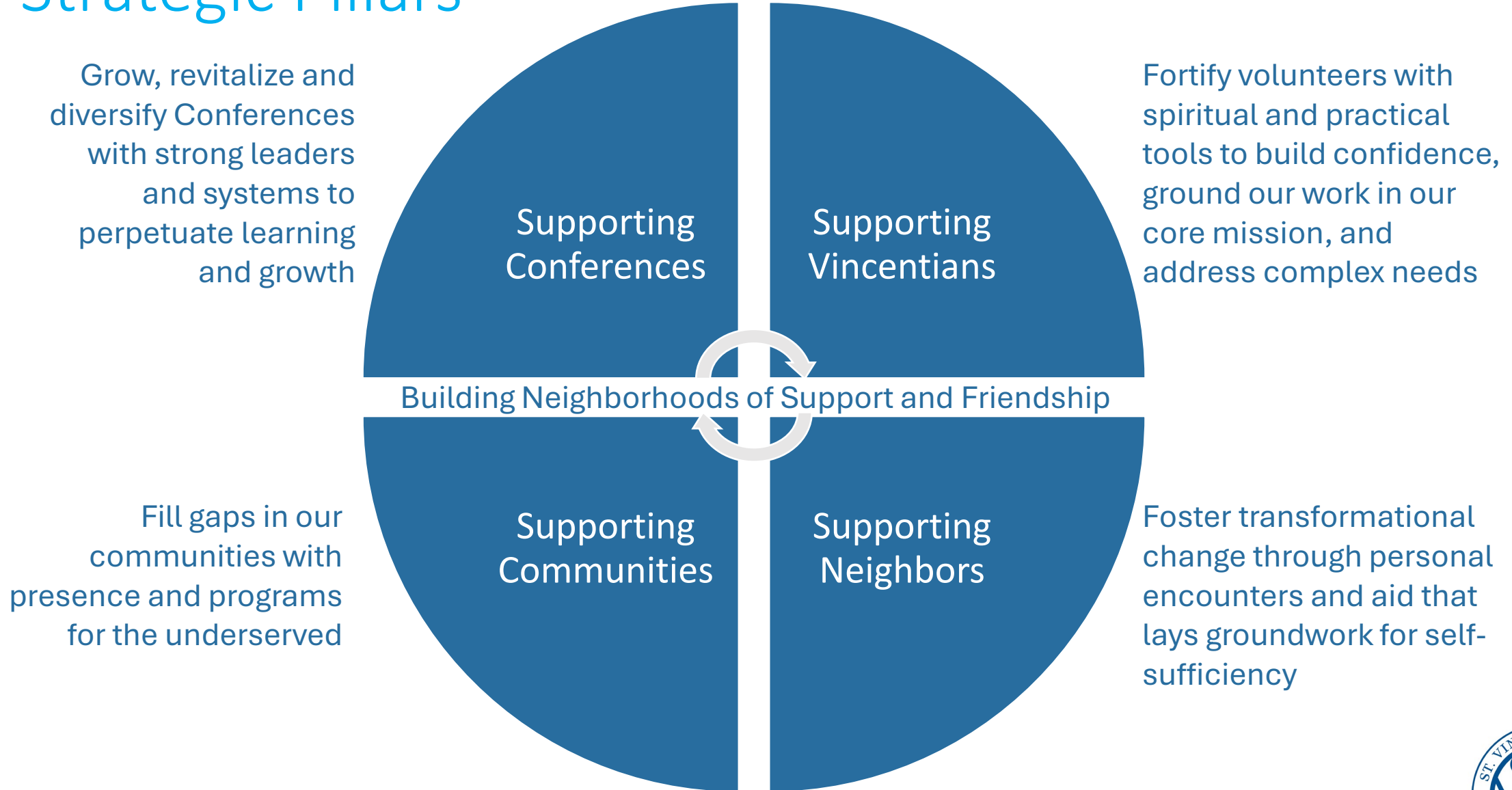
Foster transformational change through personal encounters and aid that lays groundwork for self-sufficiency

2) Supporting Communities:

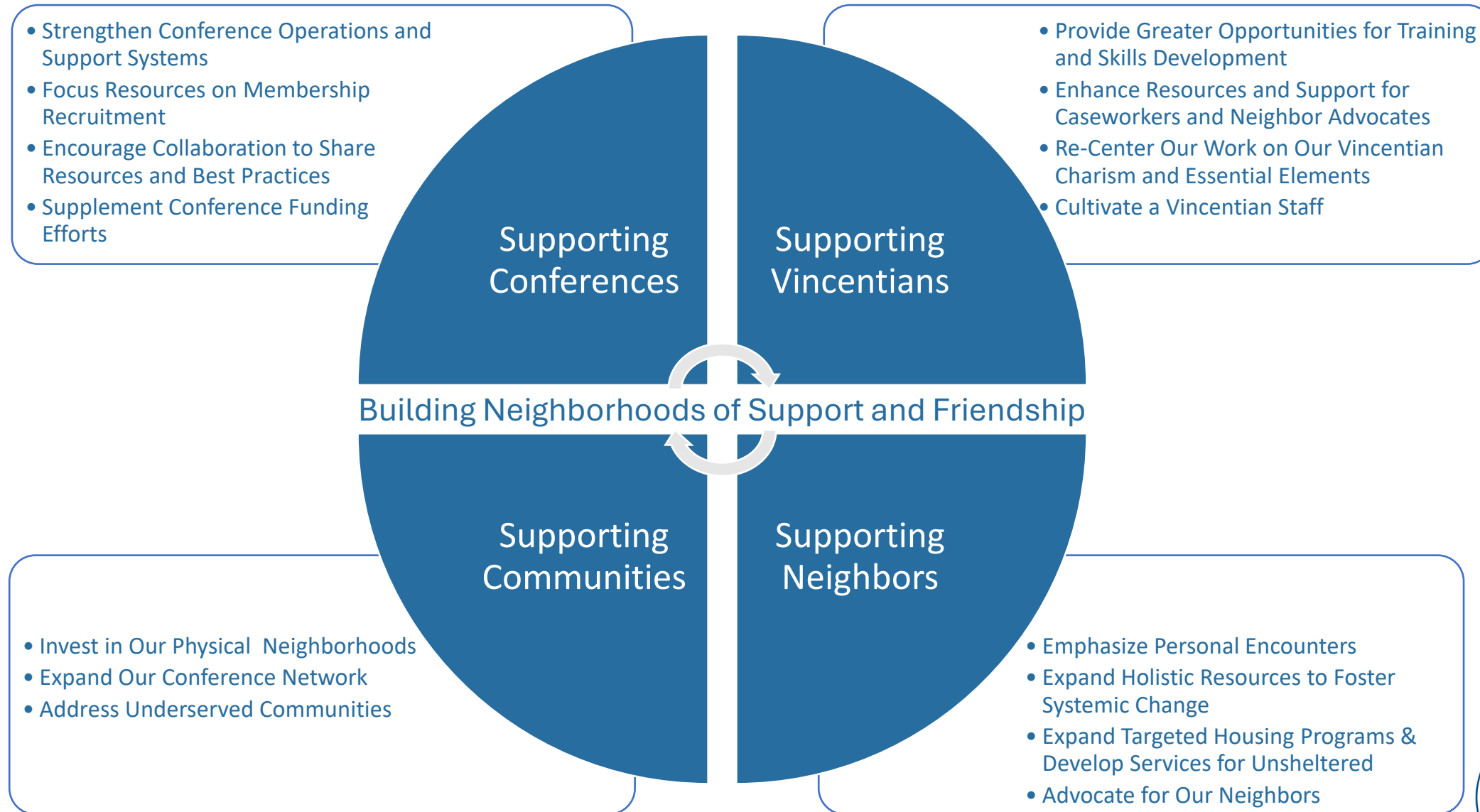
Filling gaps in our communities with presence and programs for the underserved



Strategic Pillars



Strategic Objectives



Supporting Conferences: Grow, revitalize and diversify Conferences with strong leaders and systems to perpetuate learning and growth

1. Strengthen Conference Operations & Support Systems

- 1.1 Better utilize District structure by establishing District support roles and subject matter expertise
- 1.2 Support current leaders and encourage future leaders with expanded training and support systems, including mentoring program
- 1.3 Improve technology infrastructure and processes to provide efficiency and ease burdens on volunteers

2. Focus Resources on Membership Recruitment

- 2.1 Leverage “Live Vincentian” investment with annual campaign and expanded library of materials, focusing on cultural relevance to encourage diversity
- 2.2 Provide improved onboarding processes and tools for new members, customizable by roles

3. Encourage Collaboration to Share Resources & Best Practices

- 3.1 Create robust and user-friendly online forums to connect Vincentians with identified subject matter experts across Conferences
- 3.2 Utilize Vincentian publications, town halls and webinars with greater purpose for information sharing

4. Supplement Conference Funding Efforts

- 4.1 Expand thrift store network and revenues to provide funding to more Conferences
- 4.2 Utilize new Philanthropy programs and expanded grant funding to help offset Solidarity payments
- 4.3 Develop resources and training for Conference donor relations and fundraising efforts



Supporting Vincentians: Fortify volunteers with spiritual and practical tools to build confidence, ground our work in the core mission, and address complex needs

1. Provide Greater Opportunities for Training and Skills Development

- 1.1 Re-establish Vincentian University with robust curriculum focused on resources and solutions
- 1.2 Create optional Advanced Caseworker certification, including focus on unhoused and immigrant needs
- 1.3 Develop strong network of formators/trainers in each District to allow for frequent instruction

2. Enhance Resources and Support for Caseworkers and Neighbor Advocates

- 2.1 Establish dedicated Council resource for specialized Conference casework support
- 2.2 Create and maintain statewide community resource database
- 2.3 Create streamlined access to Council-based resources

3. Re-Center Our Work on Our Vincentian Charism and Essential Elements

- 3.1 Ensure Vincentians receive Ozanam Orientation formation; develop Orientations for other volunteers
- 3.2 Develop infrastructure and programs to provide added spiritual growth opportunities
- 3.3 Create and encourage opportunities for friendship and social interactions
- 3.4 Define objectives for how personal encounters can help transform neighbors' lives

4. Cultivate a Vincentian Staff

- 4.1 Improve onboarding of new staff to focus on Vincentian mission and Ozanam Orientation
- 4.2 Optimize the employee experience, including opportunities for professional development and enhanced employee support systems
- 4.3 Create opportunities for staff to engage in personal encounters with Neighbors



Supporting Neighbors: Foster transformational change through personal encounters and aid that lays groundwork for self-sufficiency

1. Emphasize Personal Encounters

- 1.1 Create and encourage opportunities for Neighbors to be personally engaged
- 1.2 Expand Chaplaincy and retreat programs to Neighbors to minister to emotional and spiritual needs

2. Expand Holistic Resources to Foster Systemic Change

- 2.1 Develop skills-based workshops (directly or with partners) to empower Neighbors
- 2.2 Invest in or partner with programs to increase incomes of Neighbors and improve opportunities for self-sufficiency
- 2.3 Expand health and wellness programming to improve the physical and mental well-being of Neighbors

3. Expand Targeted Housing Programs and Develop Services for Unsheltered

- 3.1 Increase resources for direct aid for Eviction Prevention services
- 3.2 Strengthen existing housing stabilization programs (MTH, LEAP, HANDS) across Georgia, and utilize MTH expertise to develop targeted Rapid Rehousing programming
- 3.3 Evaluate Day Respite Centers/Service Centers to serve chronically homeless with support services
- 3.4 Strengthen partnerships with Continuum of Care (CoC) and other nonprofits throughout Georgia

4. Advocate for Our Neighbors

- 4.1 Amplify our voice and perspective with thought leadership campaigns and greater VFP representation
- 4.2 Develop programming and workshops for community education and advocacy
- 4.3 Create a culture of community service with opportunities to expand engagement



Supporting Communities: Fill gaps in our communities with presence and programs for the underserved

1. Invest in Our Physical Neighborhoods

- 1.1 Revitalize Lakewood Heights by making The Vincent a reality and maintaining community support services
- 1.2 Utilize our Chamblee facility to expand services to area residents
- 1.3 Foster strong relationships with Cities and Counties throughout Georgia

2. Expand Our Conference Network

- 2.1 Significantly grow our presence in the Diocese of Savannah with new Conferences
- 2.2 Increase our presence in the Archdiocese of Atlanta, particularly underserved areas
- 2.3 Develop Conferences in youth communities (schools, colleges, young professional groups)

3. Address Underserved Communities

- 3.1 Extend programming to service deserts (food, health, workforce)
- 3.2 Work with Conferences to identify service models to address specific local needs
- 3.3 Identify opportunities to invest in housing (affordable, transitional)

