



**Southern  
Valley  
Alliance**

**2021 - 2023**

**Strategic  
Plan**



CHRISTIE LARSON  
EXECUTIVE DIRECTOR

LISA FLOETER  
CLIENT SERVICES DIRECTOR

ANGIE OLSON  
CLIENT ADVOCATE

TWYLA OLSON  
CLIENT ADVOCATE

KATIE SCHAUMANN  
COMMUNITY ENGAGEMENT  
COORDIANTOR

MELISSA KOUNCE  
OFFICE & VOLUNTEER MANAGER

# About

## Our Vision

To end domestic violence in Scott and Carver counties.


## Our Mission and Goals

The SVA mission is to assist victims of domestic violence and our goals are to:

- Empower individuals to reclaim control over their lives and stop abuse,
- Protect victims and their children from domestic violence and related issues,
- Promote reporting of domestic violence and assist all affected family members, and
- Educate individuals in our community to recognize and prevent violence at home.

## Our Guiding Values

 Advocacy

 Awareness

 Support

---

# Strategic Priorities

## **1. Improve awareness of, and access to, SVA services.**

Relocate office to an area with access to public transportation, government centers and partner nonprofits.

Create an organizational marketing plan, which includes social media, local publications and newsletters.

## **2. Enhance programs to meet current community needs.**

Create targeted outreach and culturally responsive programming to better reach underserved populations.

Collaborate with other community-based organizations to implement services needed to meet gaps in programming.

## **3. Diversify funding and strengthen financial sustainability.**

Implement a comprehensive development plan that includes a mix of government funding, private grants, donations and fundraising events.

Create a major gift and planned giving program.

Complete the Charities Review Council Accountability Standards.

---



**Southern Valley Alliance**  
**551 E. Park Street**  
**Box 166**  
**Belle Plaine, MN 55359**

**(952) 873-4214**

**svamn.org**