

## ***Mission***

To advocate for people with intellectual and developmental disabilities to live, learn, work and play with respect, dignity and meaningful involvement in their communities.

## ***Vision***

The Arc of Alleghen County envisions the inclusion and dignity of all adults and children with intellectual and developmental disabilities throughout Alleghen County.

## ***Core Values***

- ***People First***  
The Arc believes that all people with intellectual and developmental disabilities are defined by their own strengths, abilities and inherent value, not by their disability.
- ***Equity***  
The Arc believes that people with intellectual and developmental disabilities are entitled to the respect, dignity, equality, safety, and security accorded to other members of society, and are equal before the law.
- ***Community***  
The Arc believes that people with intellectual and developmental disabilities belong in the community and have fundamental moral, civil and constitutional rights to be fully included and to actively participate in all aspects of society.
- ***Self-determination***  
The Arc believes in self-determination and self-advocacy. People with intellectual and developmental disabilities, with appropriate resources and supports, can make decisions about their own lives and must be heard on issues that affect their well-being.
- ***Diversity***  
The Arc believes that society in general and The Arc in particular benefit from the contributions of people with diverse personal characteristics (including but not limited to race, ethnicity, religion, age, geographic location, sexual orientation, gender and type of disability).
- ***Visionary Leadership***  
The Arc values new ideas, innovation and inspired leadership. We seek constantly to improve our focus, knowledge and effectiveness.
- ***Integrity and Excellence***  
The Arc promotes our mission and core values with integrity and accountability. We conduct our business according to the highest ethical standards.

## ***Program Priorities***

***Advocacy*** - The Arc supports families and schools in developing education and transition plans that comply with the law and enable students to be successful in their daily lives at school, home and in the community. The Arc also advocates for adults with intellectual and developmental disabilities within service systems and life in the community. The Arc also regularly shares information and learning opportunities regarding I/DD and informed decision making to its online audience.

***Recreation*** - In order to combat loneliness and isolation in the I/DD community, The Arc organizes fun and creative recreational activities throughout the year such as our four community dances, garden club, crafts, cooking classes, games and grub, bingo, and other social and group outings.

***Employment*** - The Arc is committed to maintaining and supporting the Beyond Bones initiative. Whereas for-profit companies exist to make money, Beyond Bones exists to create jobs and it is our responsibility, as staff and board members, to develop means to fund this venture.

## Strategic Priorities

To achieve our vision and address the needs in the community the following strategic priorities will define our direction over the next two years. This focus will determine how we strengthen our organizational capacity and move each of these priorities forward. The four strategic priorities are:

- 1) **Greater Capacity for Advocacy** - Enable greater capacity for advocacy by increasing available hours for our advocate through targeted grant writing and fundraising. We will also promote self-advocacy through sharing quality external resources consistently through our social media posts and in-person networking.
- 2) **Creative Recreation** - While maintaining our current level of programming we will strive to enhance our program offering through the fun and creativity of our new Program Subcommittee.
- 3) **Grow Employment Opportunities** - Grow employment with Beyond Bones (increasing hours/adding new client employees) using a 2 pronged approach of increasing treat sales (wholesale and retail) along with grant backfilling. We, as a staff and board, are fully dedicated to, thoughtfully and responsibly, continuing to provide employment opportunities for individuals with I/DD in both dog treat manufacturing and retail store positions, and to exploring new employment opportunities in the future.
- 4) **Strengthen Organizational Capacity** - Continue to strengthen organizational capacity by following a detailed marketing plan, expanding and acknowledging volunteers, Develop a plan examining an Arc-owned kitchen space in Allegan, and building our financial health as we grow.

ADVOCACY	RECREATION	EMPLOYMENT
<p style="text-align: center;"><b>Create greater capacity for advocacy</b></p> <ul style="list-style-type: none"> <li>• Develop funding to increase advocate hours</li> <li>• Find funding for client tracking software</li> <li>• Continue to promote self-advocacy training experiences through promotion of expert partner agencies offerings</li> </ul>	<p style="text-align: center;"><b>Maintain current level of programming with increased creativity</b></p> <ul style="list-style-type: none"> <li>• Empower Program Subcommittee to develop fun, creative activities that will engage our clients</li> <li>• Sustain 4 quarterly Arc dances</li> <li>• Offer additional group events as we are able (i.e. Beach Day w/ Arc Ottawa, Growler’s Game, Bonfire &amp; Friends, etc)</li> <li>• Identify and recruit new program volunteers</li> </ul>	<p style="text-align: center;"><b>Grow Beyond Bones employment opportunities</b></p> <ul style="list-style-type: none"> <li>• Increase wholesale sales and grant funding bringing Beyond Bones to a break even/positive flow budget</li> <li>• Raise number of baking and retail hours and/or enable the hiring of more employees</li> <li>• Expand work hours of the Business Manager and Store Supervisor</li> <li>• Explore idea of own kitchen space in Allegan</li> </ul>



## Strengthen Organizational Capacity and Financial Position to Achieve the Strategic Priorities

- Financial Position - Grow annual fundraiser increasing attendance and funds raised, emphasize year-end giving campaign, expand grant funding sources, and multiply treat sales both wholesale and retail.
- Marketing - Utilize a comprehensive marketing plan and our social media presence to grow brand recognition, increase visibility, and to educate our community on all services of The Arc, including Beyond Bones.
- Broaden All Three Focus Areas of The Arc - Advocacy, Recreation, and Employment
- Volunteers - Build on our volunteer program that focuses on recruiting and retaining new and current volunteers including a diverse set of Board Members. Build on annual volunteer appreciation event.

Strategic Priorities	By June 30, 2025	By June 30, 2026
<b>Greater Capacity for Advocacy</b>	<ul style="list-style-type: none"> <li>-Provide in-school advocacy to 55 families per school year</li> <li>-Implement client database software</li> <li>-SPARC committee to continue meeting every other month and attend 1 self-advocacy event.</li> <li>-Promote online learning opportunities on topics of interest to our members/supporters capitalizing on expertise of partner organizations. Topics will ideally focus on equipping our clients, their families, and our supporters to be better informed and more resilient self-advocates. 6x/yr</li> </ul>	<ul style="list-style-type: none"> <li>-Provide in-school advocacy to 60 families per school year</li> <li>-Expand use of client database software</li> <li>-SPARC committee to continue meeting every other month and attend 1 self-advocacy event.</li> <li>-Promote online learning opportunities on topics of interest to our members/supporters capitalizing on expertise of partner organizations. Topics will ideally focus on equipping our clients, their families, and our supporters to be better informed and more resilient self-advocates. 8x/yr</li> </ul>

<b>Maintain Current Level of Programming with Sustained Focus on Creativity and Fun</b>	<ul style="list-style-type: none"> <li>-Offer an average of 5 fun and engaging recreational activities monthly.</li> <li>-Continue to offer 4 seasonal dances.</li> <li>-Provide a variety of other one-off outings.</li> <li>-Participate in Christmas and Allegan County Fair Parades.</li> </ul>	<ul style="list-style-type: none"> <li>-Maintain an average of 5 fun and engaging recreational activities monthly.</li> <li>-Continue to offer 4 seasonal dances.</li> <li>-Provide a variety of other one-off outings.</li> <li>-Participate in Christmas and Allegan County Fair Parades.</li> </ul>
<b>Grow Beyond Bones Employment Opportunities</b>	<ul style="list-style-type: none"> <li>-Regain level of 24 employees of Beyond Bones with the hope of expanding hours worked per employee as the business grows</li> <li>-Grow to 30 retail partners</li> <li>-Retail store able to reopen on Wednesday</li> <li>-Focus on social media outreach through Facebook, Instagram, and TikTok to develop increased brand awareness and drive online sales.</li> <li>-Attend 4 large markets to sell Beyond Bones and spread mission</li> <li>-Beyond Bones breaking even on P&amp;L through sales growth and grant funding</li> </ul>	<ul style="list-style-type: none"> <li>-Increase to 30 employees of Beyond Bones and possibly expand hours worked per employee as business grows; ensure fair wage for all employees</li> <li>-Grow to 40 retail partners</li> <li>-Expand on retail store hours</li> <li>-Continue to focus on social media outreach through Facebook, Instagram, and TikTok to develop increased brand awareness and drive online sales.</li> <li>-Beyond Bones approaching self-sustaining and breaking even on operating basis by year end</li> <li>-Develop a plan examining an Arc-owned kitchen space for Beyond Bones (possibly including office space for The Arc)</li> </ul>
<b>Strengthen Organizational Capacity and Financial Position to Achieve the Strategic Priorities</b>	<ul style="list-style-type: none"> <li>-\$45,000 fundraising goal (gross) for Fall in Love with the Arc 2024 event (\$25,000 in Sponsorships, \$20,000 in ticket sales, Silent Auction, games, and other donations)</li> <li>-140 guests in attendance for FIL24</li> <li>-New marketing plan</li> <li>-Add 2 Board members</li> <li>-Reach 20 regular volunteers</li> <li>-Continue Volunteer Appreciation event</li> </ul>	<ul style="list-style-type: none"> <li>-\$50,000 fundraising goal (gross) for Fall in Love with the Arc 2025 event (\$25,000 in Sponsorships, \$25,000 in ticket sales, Silent Auction, games, and other donations)</li> <li>-160 guests in attendance for FIL25</li> <li>-New marketing plan</li> <li>-Maintain at least 9 Board members</li> <li>-Reach 25 regular volunteers</li> <li>-Continue Volunteer Appreciation event</li> </ul>