

Strategic Framework

Strategic Framework, Fiscal Years 2020-2022

Mission: Our mission is to provide social supports and community education so that no one dies or grieves alone.

Core Values:

- Presence, caring, and compassion
- Quality services that honor personal choices
- Culturally competent support, accessible to all
- Programs that make a positive difference
- Our volunteers and partners whose support is crucial
- Being an integral part of our community
- Responsible management of resources

Value Goal: Increase engagement with all individuals in our diverse communities so they have full access to culturally-competent services with positive results.



Strategic Goal: This three year strategic framework (fiscal years 2020-2022), approved by the Board of Directors on September 11, 2019, serves as a blueprint for the future of CaringMatters. Annual performance measures will be used to monitor progress and identify necessary adjustments to the plan.

Organizational Goals



Program Goals

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| <ul style="list-style-type: none">  Sustain funding to expand programs and perpetuate organizational longevity.  Ensure sufficient number of highly-qualified staff to manage volunteer workforce for the delivery of exemplary programs, meeting desired outcomes.  Recruit, train and nurture culturally diverse and linguistically appropriate volunteers to deliver services and support the organization.  Increase visibility to serve all Montgomery County residents, recruit volunteers, develop partnerships and increase donations.  Enhance electronic database and management reporting systems for programmatic and financial decision-making and accountability. | <ul style="list-style-type: none">  Increase the number of people with serious, life-limiting illnesses served through compassionate caregiving.  Increase the number of grieving individuals and families served through peer support groups, camps, retreats and family programs.  Expand community awareness about serious illness, death and grief through educational events, social media, public awareness campaigns and professional workshops. |
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Target Program Outcomes

Benefits and Outcomes for Program Participants



Volunteer Helping Hands

Client Outcomes

- Reduce social isolation through emotional support
- Enhance independence through practical support

Family/Caregiver Outcomes

- Improve ability to fulfill family and work responsibilities
- Relieve the stress of caregiving



Adult Bereavement

Peer Support Group and Bereaved Caregiver Retreat Outcomes

- Identify and express feelings about loss
- Develop new tools to use in daily life during emotionally challenging times
- Learn that grieving is normal, but unique, and doesn't have a timeline
- Reinforce that self-care is crucial and deserved
- Cultivate a support network of trusted peers



Children's Bereavement

Good Grief Clubs, Camp Erin & Family Nights Outcomes

- Share and connect with peers who are also grieving
- Identify and talk about grief-related feelings
- Learn that grieving is normal, but unique, and doesn't have a timeline
- Develop tools/strategies to use during emotionally challenging times
- Cultivate a support network of trusted peers and adults
- Strengthen family communications through remembrances of loved ones



Community Education

Community and Professional Development Event Outcomes

- Engage in constructive dialogue about end-of-life and grief-related topics
- Obtain information about community resources
- Integrate new knowledge into personal, volunteer and/or professional life
- Develop strategic relationships and opportunities for collaboration



CaringMatters
(formerly Hospice Caring, Inc.)

CaringMatters.org
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