IT’S TIME to LOOK AHEAD.

IT’S TIME to PLAN FOR the FUTURE.

WOMEN AGAINST ABUSE
2015–2019 Strategic Plan + Advocacy Guide
THE MISSION OF WOMEN AGAINST ABUSE is to provide quality, compassionate, and nonjudgmental services in a manner that fosters self-respect and independence in persons experiencing intimate partner violence, and to lead the struggle to end domestic violence through advocacy and community education.

We fulfill our mission through innovative programs and community collaborations, serving nearly 15,000 people each year.

WE ENVISION A FUTURE in which Philadelphia has a coordinated and informed approach to domestic violence, with sufficient interventions that lead to safe homes and safe communities.

IN OUR NEARLY 40 YEAR HISTORY, WOMEN AGAINST ABUSE HAS GROWN AND INNOVATED TO MEET THE CHANGING NEEDS OF OUR CONSTITUENTS.

We have developed to become the leading domestic violence service provider in Philadelphia, touching the lives of nearly 15,000 people each year through emergency safe haven, transitional housing, long-term supportive services, behavioral health therapy, legal services, hotline counseling, and community education, advocacy, and technical assistance.

Our new strategic plan aims to fill critical gaps in the community’s response to domestic violence; strengthen and deepen our impact as an organization that has experienced tremendous growth in recent years; enhance our programs’ accessibility to varied vulnerable populations; and invest in essential infrastructure.

The goals laid out in this plan will allow Women Against Abuse to further its mission by meeting the safety needs of victims, while also participating in transformative change that will better equip our community to respond to domestic violence and strive to end this public health epidemic.

We hope you will partner with us as we create:

→ SAFETY
→ SOCIAL CHANGE
→ SHARED LEADERSHIP
→ SUSTAINABLE INFRASTRUCTURE

ADVOCATING EVERY DAY,
Jeannine L. Lisitski, Executive Director
The Current Reality of Domestic Violence in Philadelphia and Beyond

WE ARE IN THE MIDST OF A PUBLIC HEALTH EPIDEMIC.

APPROXIMATELY 1 IN 3 WOMEN IN THE UNITED STATES WILL EXPERIENCE PHYSICAL VIOLENCE BY AN INTIMATE PARTNER AT SOME POINT IN HER LIFETIME.

Studies find that abused women report significant health problems, including injuries that interfere with their work productivity and result in sick days, and debilitating mental health consequences, including major depression and posttraumatic stress disorder. Victims become increasingly disempowered from seeking help as they are isolated from friends and family.

STIGMA AND LACK OF DOMESTIC VIOLENCE AWARENESS LIMIT THE ABILITY OF VICTIMS TO SEEK APPROPRIATE RELIEF.

Domestic violence is rarely a “stand alone” problem: issues associated with inadequate housing, untreated substance use disorders, mental health problems, child abuse and neglect, unemployment, debt, and poverty co-occur with domestic violence. In Philadelphia—where police respond to more than 100,000 emergency 911 calls that are domestic in nature each year, the court system is perpetually clogged with requests for protection from abuse orders, and emergency rooms see upwards of an estimated 2,000 annual visits due to intimate partner violence—the rippling impact of abuse reaches far and wide.

Planning for the Future

WOMEN AGAINST ABUSE WAS PLEASED TO WORK WITH CONSULTANT FERNANDO CHANG-MUY OF SOLUTIONS INTERNATIONAL ON A THOUGHTFUL STRATEGIC PLANNING PROCESS.

The process—which was funded by the Pew Fund Capacity Building Program—included extensive stakeholder surveys, interviews with key partners, client focus groups, and a series of conversations among staff and board members.

Together, we completed an environmental scan; affirmed our shared commitment to the organization’s vision and mission; and identified an expanded target population. We also conducted a thorough analysis of each of our programs using a cost-benefit and marketing model; as well as an examination of our infrastructure, including human resources, financial management, resource development, communications, technology, facilities, compliance, and board governance.

The goals and objectives outlined for 2015–2019 are the compilation of these many months of thoughtful contributions and a roadmap that will allow us to realize our vision for the future.

A SPECIAL THANKS TO THE MANY INDIVIDUALS WHO CONTRIBUTED TO THIS PLAN—YOUR FEEDBACK THROUGHOUT THE PROCESS WAS INSTRUMENTAL TO ITS SUCCESS.
SAFETY

Promote physical, social and emotional safety of survivors of domestic violence.

1. Improve accessibility and impact of the Philadelphia Domestic Violence Hotline to enhance safety of survivors.

2. Develop interventions and enhance cultural sensitivity to respond to the unique safety challenges of diverse vulnerable populations.

3. Expand capacity to provide lifesaving services to survivors.

4. Increase access to comprehensive legal assistance for victims of domestic violence.

5. Grow and enhance Women Against Abuse’s Children’s Services to build resiliency and promote healthy relationships.

6. Develop and enhance services and partnerships that empower clients to gain economic independence.

7. Strengthen high quality trauma-informed residential services for survivors and their children.

8. Advocate for appropriate and accessible interventions for people using violence in interpersonal relationships.
SOCIAL CHANGE

Lead the struggle to end domestic violence.

1. Provide leadership for community-wide participation to intervene earlier into domestic violence, transforming city systems to create a coordinated response.

2. Empower survivors to serve as mentors and advocates through the development of a Women Against Abuse survivor network.

3. Engage in knowledge production and sharing: promote innovative programs and services that empower survivors to live free of abuse.

SIGN THE PLEDGE AND TAKE A STAND AGAINST DOMESTIC VIOLENCE

SPEAK OUT AGAINST DOMESTIC VIOLENCE AND KNOW THE FACTS TO COUNTER MISCONCEPTIONS, STIGMA & MYTHS

GET TRAINED BY WOMEN AGAINST ABUSE

SPREAD THE WORD ON FACEBOOK & TWITTER

LET YOUR VOICE BE HEARD.

VISIT WOMENAGAINSTABUSE.ORG/ADVOCATE FOR MORE WAYS YOU CAN HELP.
SHARED LEADERSHIP

Empower board and staff to lead a mission-centered, inspired, effective and inclusive organization.

1. Increase diversity to maximize the board’s impact and cultural competency.

2. Implement a leadership development program.

3. Develop internal communication practices to promote open communication and shared leadership.

4. Achieve final certification as a Sanctuary® organization.

WHEN WE WORK TOGETHER, WE ARE STRONGER.

VISIT WOMENAGAINSTABUSE.ORG/ADVOCATE FOR MORE WAYS YOU CAN HELP.
SUSTAINABLE INFRASTRUCTURE

Strengthen infrastructure to ensure sustainable high quality services and promote strategic growth.

1. Enhance our property management function to ensure safe, comfortable, and sustainable facilities.

2. Expand our capacity to raise private and corporate funds through donor initiatives.

3. Develop financial models to sustain core and strategic programs and services.

4. Institutionalize outcome management and program evaluation to inform continuous quality improvement.

5. Enhance systems and create tools for proactive management of Women Against Abuse’s financial resources.

6. Strengthen and leverage technological resources to gain synergies across the agency.
We hope you will join us in making this plan a reality.

THE GOALS AND OBJECTIVES WE ARE STRIVING TO MEET WILL REQUIRE A SUBSTANTIAL COMMITMENT ON THE PART OF DONORS, VOLUNTEERS AND COMMUNITY PARTNERS.

Please partner with us in this critical work by:

→ **MAKING A DONATION**
  at womenagainstabuse.org.

→ **LEARNING ABOUT OPPORTUNITIES TO INVEST IN THE FUTURE TODAY THROUGH PLANNED GIVING,**
  by calling us at 215.386.1280 x155.

→ **SIGNING OUR PLEDGE AGAINST VIOLENCE**
  at womenagainstabuse.org.

→ **JOINING OUR MAILING LIST**
  at womenagainstabuse.org.

→ **FOLLOWING US ON FACEBOOK AND TWITTER**
  and spread the word using #iPledgeBecause.

→ **ADVOCATING**
  we regularly feature advocacy alerts with specific steps you can take
  at womenagainstabuse.org.

→ **VOLUNTEERING**
  check out our current volunteer listings at womenagainstabuse.org to see how you can get involved!

→ **ATTENDING DISH IT UP!**
  Our annual fundraising event is filled with food, fashion and fun.
  For tickets and sponsorship information, call us at 215.386.1280 x155 or visit womenagainstabuse.org.

---

WOMEN AGAINST ABUSE
BOARD OF DIRECTORS

Julie Mostov, Ph.D., President
Sally Rosenthal, Vice President
Margaret A. Flynn, Treasurer
Erin McKenna, Secretary
Sheila E. Armstrong
Katherine A.B. Coonradt
Stefanie Fleischer Seldin, Esq.
Gloria Gay, MSW, LSW
Leslie Miller Greenspan, Esq.
Amy Hirsch, Esq.
Amy L. Kurland, Esq.
Robert Lichtenstein, Esq.
Mark Lipowicz, Esq.
Stacey Sullivan Livingston
Patrick Mundy
Renee Norris-Jones, M.S.,
D.B.A. candidate
Amy Pocino Kelly, Esq.
Judith Porter, Ph.D.
Michelle Ray
Yvette Rouse, MSW
David Rusenko
Myra Woll

---

WOMEN AGAINST ABUSE
LEGAL CENTER
BOARD OF DIRECTORS

Mark Lipowicz, Esq., President
Amy Hirsch, Esq., Secretary
Stefanie Fleischer Seldin, Esq.,
Treasurer
Amy L. Kurland, Esq.
Leslie Miller Greenspan, Esq.