



STRATEGIC PLAN

2020-2023

MISSION

The mission of the Colorado Coalition for the Homeless is to work collaboratively toward the prevention of homelessness and the **creation of lasting solutions** for families, children, and individuals who are experiencing or at-risk of homelessness throughout Colorado. CCH advocates for and provides a continuum of housing and a variety of services to improve the health, well-being and stability of those it serves.



PHILOSOPHY OF SERVICE

We believe all people have the right to adequate housing and health care. We work to remove the barriers that restrict access to these rights. Society benefits when adequate housing and health care are available to everyone. **We create lasting solutions to homelessness by:**

1. **Honoring the inherent dignity** of those we serve, affirming their capabilities and fostering their hope that a better life is possible;
2. Building strong, caring and trauma-informed communities through **the integration of housing, healthcare and supportive services;**
3. Advocating for **social and racial equity, inclusion and diversity, and challenging the status quo** in partnership with our workforce members and those we serve;
4. Achieving excellence through continuous **quality assurance, innovation and professional development;** and
5. **Using resources** judiciously and effectively.



EXPAND ACCESS TO QUALITY, INTEGRATED HEALTH CARE FOR FAMILIES AND INDIVIDUALS EXPERIENCING OR AT-RISK OF HOMELESSNESS

1. Increase the **number of healthcare related visits** by addressing population needs, enhancing availability of resources, and removing barriers to access.
2. Increase the **number of clients engaged** in multiple integrated healthcare services to address the complex needs of the population we support.
3. Engage in **formal process improvement efforts** to ensure provision of care that is safe, effective, patient centered, timely, efficient, and equitable as outlined in the Institute of Medicine six domains of healthcare quality.



EXPAND HOUSING OPPORTUNITIES FOR FAMILIES AND INDIVIDUALS EXPERIENCING OR AT-RISK OF HOMELESSNESS

1. Create **new housing opportunities** through acquisition and development with emphasis on underrepresented populations, supported by diverse funding sources for housing and essential support services.
2. Increase **permanent housing** scattered site subsidies and essential **support services** through diversified and flexible funding sources.
3. Increase **housing stability** through continued program and RPMC collaboration and creatively enhance service delivery to better prepare, educate, and support clients/residents in housing.



IMPROVE PUBLIC POLICY AND COMMUNITY ENGAGEMENT TOWARDS ENDING HOMELESSNESS

1. Advance **public policy initiatives, advocate for** social and racial equity, and influence systemic changes alongside the people we support to solve homelessness.
2. Build **strategic relationships and create meaningful engagement** opportunities throughout the state to influence policy in the areas of housing, healthcare, and homelessness.
3. Influence **public perception and awareness** about homelessness and other systemic issues to re-shape the public narratives through traditional and new media, technology, and innovation.



DEVELOP A HIGHLY TRAINED, EQUIPPED AND ENGAGED CCH WORKFORCE

1. Build **effective and evaluative workforce infrastructure** to empower high performing teams.
2. Foster a **culture of continuous learning** to support staff competency and development.
3. Promote **equitable movement** within the organization by developing career pathing and mentorship opportunities to support Succession Planning to better engage our diverse workforce.



IMPROVE CCH'S FINANCIAL SUSTAINABILITY

1. Promote **judicious use of financial resources** through increased workforce financial awareness, accountability, and improved budgeting practices.
2. Optimize **program and property revenue** through efficient management and delivery of services, enhanced tools and support, and increased public grant and charitable support.
3. Support **financial decision-making** through formalized processes to review, evaluate, and authorize new and updated business opportunities.