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Strategic Plan—2016-19

Walk-In Counseling Center spent much of 2016 discussing its successes, challenges, and future. Our 2016-19 strategic plan focuses on three strategic goals that reflect our primary focus for the next few years:

Awareness: Walk-In Counseling Center will be more widely recognized by potential clients, volunteers, donors, and the public as a high quality resource for free, easily accessible mental health counseling.

Funding: Walk-In Counseling Center will focus its funding on strategically-aligned sources.

Inclusion: Walk-In Counseling Center will strive to meet the unique needs of and reflect the diverse communities we serve.

A word about each. . .

Awareness: Walk-In is in its 47th year in pursuing its mission to provide free, anonymous counseling to anyone who needs it, and doing it through the remarkable contributions of our volunteers. Despite funding and other challenges in the past and in the future, Walk-In has remained committed and will continue its commitment to that mission.

And to ensure that those people know about us, our Awareness goal is directed primarily to potential clients in two ways: We will do extensive outreach and education to referring professionals and organizations who might find Walk-In an appropriate referral for their clients, and we will create opportunities for people who need our services but who may not already be involved with a helping professional, to learn about us directly.

Funding: Because of Walk-In's unique model of services, we fall outside many traditional funders' criteria. For this reason, we will focus our efforts on educating existing health systems about the importance of our work to some of their members, and the potential cost savings to them in supporting us. We will also offer the opportunity for individuals and families in the community who may have a special interest in mental health to invest in Walk-In as a donor.

Inclusion: Walk-In serves a very broad audience with much diversity in terms of gender, sexual identification, age, race, culture, disability, etc., and, of course, identified problems. We will strive to ensure that our services to all these groups are of high quality at the same time seeking ways to serve appropriately people who are not yet getting what they need from more traditional systems. We will seek input and involvement from these communities in ways that work for both.