

# **STRATEGIC PLAN**

## **Tyrrell County Inner Banks Hotline, Inc.**

**Tyrrell County Inner Banks (IBX) Hotline, Inc. seeks to strengthen its role as an agency providing advocacy and resources for victims of domestic violence and sexual assault in Tyrrell County, North Carolina.**

The Board of Directors and staff members of Tyrrell County IBX Hotline, Inc. work to implement this strategic plan as a guide for decision-making and a tool for measuring the progress and success of the agency.

**Our mission is strengthening families and supporting clients to end domestic violence and sexual victimization through education, prevention, and volunteer service.**

Domestic violence frequently leads to substance abuse, mental health issues, child abuse or neglect, permanent injury, insecure housing, unemployment, and poverty. Victims of sexual assault must also deal with depression, fear, self-harm, post-traumatic stress disorders, and possible suicide.

**Our priorities focus upon Social Change, Safety, Shared Leadership and Sustainability.**

### **Social Change**

1. Be the lead agency in Tyrrell County, NC, to identify, track, and end violence and abuse perpetrated on individuals and families.
2. Provide effective awareness education and prevention programming services.
3. Develop and sustain partnerships with mutually beneficial key agencies, organizations and volunteers that are likely to impact positive social change.

### **Safety**

1. Promote safety and confidentiality at every level of communication and counseling relationships with victims of domestic violence and sexual assault.
2. Provide, when financially feasible, an emergency shelter/safe house along with trained counselors and related services for clients.

### **Shared Leadership**

1. Engage, educate, and inform the civic, governmental, business, educational, and religious organizations of Tyrrell County about the services and impact.
2. Report on a regular basis and gratefully invite assistance with opportunities

for training, service, and financial support.

### **Sustainability**

1. IBX Hotline will be an essential resource as it shares discoveries and learning with similar organizations, while regularly seeking gifts and grants from individuals, businesses, charitable foundations, Tyrrell County, and the State of North Carolina.
2. Included in the plan for financial support and growth are profits from the operation of a local thrift store, annual fundraising events and, through collaboration with similar programs, the discovery and implementation of best practices regarding direct mail, electronic and online appeals.

The Tyrrell County IBX Hotline will post this **Strategic Plan** on its website and distribute it broadly to related agencies, partners, donors, and friends.

Comments and corrections, along with financial support, are welcomed!

### **Inner Banks Hotline (252) 796-5526**

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\* Amended and approved by the IBX Hotline Board of Directors  
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