



Southernmost Homeless Assistance League  
Key West, Florida  
**2015-2018 Strategy**

**Purpose**

P1 - SHAL is committed to improving the quality of life for *all* members of our community

**Measurable Outcomes**

O1 - Improve quality of life for homeless persons

O2 - Reduce local financial impact of homelessness

O3 - Improve quality of life for residents and visitors

**Deliberate Actions**

**Shelter Operations**

A4 – Collect accurate and comprehensive data to improve operating, policy, and service delivery decisions

**Path to Self-Sufficiency**

A5 – Assess individual needs to connect clients with a broader range of services

**Insight and Advocacy**

A9 – Respond respectfully to bias and conjecture with facts and experience

A10 - Advocate for understanding of our actions, public policy, and impacts

A3 – Encourage the homeless population to utilize our shelter and services

A8 - Foster meaningful community dialog and relationships

A2 - Relocate shelter operations while continuing to improve safety, operating efficiency, and services

A6 – Gather, apply, and share local and global best practices

A7 - Identify community leaders and open new lines of communication

A1 – Act with compassion and concern to foster mutual respect, dignity, and privacy

**Enabling Resources**

R1 - Recruit, develop, and retain people with diverse skills and passion for our mission

R2 - Understand, develop, and achieve our sponsors' objectives

R3 – Identify and pursue additional funding sources

R4 - Explore and nurture productive partnerships and alliances