

**The Denver Center for Crime Victims
ENII Inclusiveness Blueprint
DRAFT**

MISSION STATEMENT

Problem: The agency mission statement does not reflect the broad current practice of agency operations.

Goals: Expand the breadth and depth of the agency mission statement.

Outcomes: The agency mission statement will be congruent and more broadly reflect our inclusive practices.

Tasks: Strategic Plan for 2007 includes a review of agency mission statement and affirmative vote by board. Reprint agency materials to reflect changes, as appropriate.

Responsible Staff: Executive Director

Completion Date: August 2007

Resources Needed:

PROGRAM AND CONSTITUENTS

Problem: Address perceptions/issues of access/gap in service to racial/ethnic communities that are not Latino.

Goals: 1) Conduct additional focus groups with non Latino communities; 2) Conduct focus groups with African American and Latino service providers; 3) Analyze and address perception/issues of gaps in service with non-Latino communities

Outcomes: Increase agency profile in African American and other racial/ethnic communities.

Tasks: 1) Review and redesign marketing strategies in African American and other racial/ethnic communities. 2) Establish specific collaborations/partners with African American and other racial/ethnic communities.

Responsible Staff: Agency Leadership Team

Completion Date: August 2007

Resources Needed: Location secured, King Soopers incentives will be purchased. Materials/questions need to be translated into Spanish for Latino focus groups. Funds for creating and redesigning marketing materials.

FUNDRAISING AND MEMBERSHIP

Problem: Unable to determine the current ethnic make up and giving by donors of color. DCCV may be missing opportunities for philanthropy from communities of color.

Goals: Create a development plan to attract corporate and individual donors of color.

Outcomes: Increase percentage of donors of color by 5-10 % in 2008.

Tasks: 1) Purchase new donor software with capacity to track and identify giving history and patterns of people of color for the past three years? 2) Research giving patterns of people of color (e.g. African American and Latinos) to use in marketing design. 3) Review marketing materials and development plan to determine if "community" specific programs/materials need to be developed.

Responsible Staff: Executive Director

Completion Date: August 2007

Resources Needed: We have purchased the donor software and have modified the software to allow for tracking of campaigns and approach success rates by individuals of color.

BOARD/STAFF/VOLUNTEER

Problem: Current diversity/inclusiveness practices are tied to the current management/administration.

Goals: Create inclusive policies and practices for every aspect of the agency.

Outcomes: Incorporate philosophy, policy and practice into existing agency leaders' guides including: Board orientation/ manual, Administration, Finance/Human Relations, Fundraising/Marketing, Advocacy Programs, and Volunteer/Training.

Tasks: 1) Review current leaders guides. 2) Create a policy or practice that will support inclusive philosophy in each area (e.g. Interview questions to be used as a standard practice in all volunteer, staff, board, vendor interviews.) 3) Attend best practices training on multiculturalism and organizational development. 4) Provide anti racism training for board, staff and volunteers one – three times per year.

Responsible Staff: Executive Director

Completion Date: December 2007.

Resources Needed: