

Strategic Plan

July 2024 - June 2027



BEYOND SHELTER

Together, strengthening culture, investing in people, and positioning Simpson for lasting impact to end homelessness in our community.

Simpson Housing Services has grown—our programs, our staff, and our impact. But growth alone isn't enough. Our new strategic plan lays the foundation for going deeper: to build programs that are not only effective but equitable, anti-racist, inclusive, and sustainable. We're not just responding to homelessness, we're working to end it. That means investing in people, places, and systems that lead to lasting change.

This plan and vision are only possible if we raise the vital funding needed to strengthen Simpson's ability to provide safe shelter and stable housing, and empower individuals and families experiencing or transitioning out of homelessness.

STRATEGIC PRIORITIES



DEVELOPING PROGRAMS

Ensure the Ongoing Development of High-Quality, Participant-Driven, and Sustainable Programs

Simpson is focused on ensuring inclusion, quality, and sustainability in our approach to effective programming. We are working to improve values-based trainings, evaluation tools, and processes that center the voices of people with lived experience.



BUILDING UP

Optimize Facilities and Related Infrastructure to Support Program Goals

Simpson is advancing multiple projects, including Simpson Community Shelter & Apartments, opening in late 2025. We will continue to assess needs, raise funds, and invest in staff and infrastructure to ensure long-term program effectiveness. A key decision ahead will be determining the future of the interim shelter site at Zion Lutheran Church.



ADVOCATING

Advocate for Systemic Change to End Homelessness

We meet the immediate needs of people impacted by homelessness, but we also seek to address the systemic oppression—especially racism—that causes homelessness. Through advocacy, community education, and anti-racism work, Simpson will work to reduce and eventually end homelessness in our community.



DEVELOPING CULTURE AND SUSTAINABILITY

Strengthen Organizational Infrastructures

Simpson has grown significantly in recent years. We are focused on strengthening a culture of authenticity, equity, and belonging. By investing in staff, and engaging with board members, we are building the foundation to do this work together for the long term. At the same time, we are expanding our visibility, marketing, and fundraising efforts, while strengthening leadership at every level.

MISSION

To **house, support,** and **empower** people impacted by homelessness.

To make a donation, explore volunteer opportunities, or learn more, email us at development@simpsonhousing.org or visit simpsonhousing.org.