



MACH Strategic Plan 2020-2022

Values

- MACH operates as honest and reliable, treats others with respect and dignity, and has the courage to confront people and practices which violate **integrity**.
- MACH is **inclusive** of those experiencing homelessness across a diverse service area supported by sensitive members and non-members alike.
- MACH commits to a **comprehensive** approach to membership, services, and outcomes.
- MACH pledges to be a **transformative** agent for systemic change to end homelessness.

Mission

Expand capacity to address Homelessness within the South Carolina counties of Aiken, Allendale, Bamberg, Barnwell, Calhoun, Chester, Fairfield, Lancaster, Lexington, Newberry, Orangeburg, Richland and York.

Background of MACH

The Midlands Area Consortium for the Homeless (known as 'MACH') was formed in the early 1990's as a grassroots organization to advocate for funding to address homelessness. Through collaboration, MACH has grown to include over 50 partner members throughout 13 counties in the Midlands. For more than 20 years, MACH has been helping individuals obtain stable housing and employment and education necessary to become self-sufficient.

Fundamental Goal

MACH has one goal, a goal shared across state and local partners: to end homelessness in the midlands. This includes the population specific goals of ending homelessness for unaccompanied youth, Veterans, families with children, and among all other individuals.

MACH's Focus Areas and Objectives

Expand Funding Base and Revenue

Objective 1.1: Enhance MACH's capacity to manage grants.

1. STRATEGY: Establish a Resource Development Committee.
2. STRATEGY: Research how other organizations with similar structure effectively manage grants.

Objective 1.2: Annually increase the amount of sponsorship dollars.

1. STRATEGY: Each year establish a revenue target.
2. STRATEGY: Empower all committees to develop ways to increase sponsorships.

Members Represent All Stakeholders and are Engaged

Objective 2.1: Annually increase the number of MACH organizational and individual members.

1. STRATEGY: Establish multiple ways organizations and members can pay their membership dues.
2. STRATEGY: Offer trainings that are free to members and require non-members to pay.
3. STRATEGY: Host MACH General Membership meetings in non-Richland County locations.
4. STRATEGY: Recruit stakeholders that have not traditionally been members of MACH.

Objective 2.2: Increase geographic diversity on the MACH Board of Directors.



1. STRATEGY: Develop more structured relationship with the Catawba Area Coalition for the Homeless and Aiken County Homeless Coalition.
2. STRATEGY: Recruit committee members from across the 13-counties.
3. STRATEGY: Develop board matrix to guide areas of need.

Objective 2.3: Increase MACH-provided professional development and organizational development opportunities that address the evolving needs of homeless service providers.

1. STRATEGY: Sustain processes for identification and visibility of the most pressing and relevant educational needs/practice gaps.
2. STRATEGY: Expand educational opportunities (quantity and formats).

Recognized as Leader on Ending Homelessness/Affect Policy Through Advocacy

Objective 3.1: Broaden the methods used to communicate a policy agenda throughout the 13-counties.

1. STRATEGY: Establish and disseminate Policy Briefs.
2. STRATEGY: Research and utilize technology and social media more effectively.

Objective 3.2: Expand advocacy efforts (i.e. Hunger and Homeless Awareness Week) to include all 13-counties.

1. STRATEGY: Collect and promote success stories.
2. STRATEGY: Establish a Communication Committee.
3. STRATEGY: Develop a Marketing Plan.

Objective 3.3: Increase the skills and capacity of MACH members to advocate for policies and positions at the state and local level.

1. STRATEGY: Articulate a clear and relevant advocacy agenda.
2. STRATEGY: Allocate appropriate and affordable resources to support and advance the advocacy agenda.
3. STRATEGY: Increase advocacy partnerships with other organizations to advance mutual advocacy issues collaboratively.

Direct Funding Priorities

Objective 4.1: Annually establish priority populations for CoC Ranking Committee.

1. STRATEGY: Complete and review Gaps Analysis.
2. STRATEGY: Develop a data dashboard.
3. STRATEGY: Review data trends across the 13-counties in relation to unaccompanied youth, Veterans, families with children, chronic homelessness, and individuals/families fleeing domestic violence.

Objective 4.2: Annually provide the CoC Ranking Committee funding priorities around the amount, type, and location of Permanent Supportive Housing units.

1. STRATEGY: Review System Performance Measures, PIT Count, and Longitudinal Systems Analysis to understand the current system.
2. STRATEGY: Complete and review Gaps Analysis.



Rolls of CoC/Coalition/Collaborative Applicant
Rolls of local coalitions

DRAFT