Quality Trust
for Individuals with Disabilities

FY2024 Strategic Plan

Building a Community
Where People with
Developmental Disabilities
and Their Families Can Thrive



Introduction

Quality Trust is excited to share its new Strategic Plan. Implementation will start in Fiscal Year 2024 and continue for at least three years. Thank you to our Board of Directors, staff, self-advocates, and other stakeholders for your critical feedback during the development process.

Mission

To be a force for change in the lives of people with developmental disabilities and their families so they can succeed, thrive, and experience full membership in the community.

Vision

A community where everyone is respected, belongs, contributes, is valued, and shapes his or her own present and future.

Statement of Values

- We presume capacity, promote it, expand it, and defend it in all our actions, policies, and practice.
- People should control all aspects of their lives.
- Supports should be provided to people across their lifespan.
- Families are critical advocacy partners.

Our Goals

Secure Funding

We will increase unrestricted income through major donors, corporate gifts, and growing the base of individual donors to sustain our mission, vision, and values.

Expand Services

We will identify and expand services that utilize Quality Trust's experience and expertise to promote decision-making capacity and quality community-based services across the country.

Strengthen the Board

We will improve board governance and community engagement to create a thriving partnership between the board and staff.

Market Quality Trust

We will increase the public recognition and market awareness of Quality Trust to grow our reputation as a valued partner and advocacy organization.

Secure Funding

We will increase unrestricted income through major donors, corporate gifts, and growing the base of individual donors to sustain our mission, vision, and values.

Objective A:

Increase gifts from local and national businesses and corporations each year.

Objective B:

Increase gifts from individuals each year.

Expand Services

We will identify and expand services that utilize Quality Trust's experience and expertise to promote decision-making capacity and quality community-based services across the country.

Objective A:	Objective B:	Objective C
Identify new funding sources at the state and national level to expand opportunities for earned revenue.	Offer fee-based technical assistance and subcontracts on supported decision-making.	Implement the Compass marketing recommendations to generate business opportunities from Dimensions of Support.

Strengthen the Board

We will improve board governance and community engagement to create a thriving partnership between the board and staff.

Objective A:

Maintain a pipeline of potential board candidates who bring skill, influence, assets, and passion.

Objective B:

Cultivate ongoing leadership opportunities for board members.

Objective C:

Research opportunities to support young adults with developmental disabilities to be active leaders with Quality Trust and the disability community.

Objective D:

Utilize the Board Self- Assessment to expand good governance options, including a revitalized board orientation, board job descriptions, board engagement, review of the offices and committees, and a review of the bylaws.

Market Quality Trust

We will increase the public recognition and market awareness of Quality Trust to grow our reputation as a valued partner and advocacy organization.

Objective A:

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Develop an overall marketing plan and implement strategies for better brand recognition at the local, state, and national level.

(202) 448-1450

www.dcqualitytrust.org

info@dcqualitytrust.org

1400 I Street NW, Suite 415
Washington, DC 20005

