

# STRATEGIC PLAN

2023 & BEYOND

**40** FACE **2** FACE  
years ending HIV in Sonoma County  
1983-2023

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PASSION LED US HERE

873 SECOND STREET  
SANTA ROSA, CA 95404



# MESSAGE FROM EXECUTIVE DIRECTOR SARA BREWER

This new version of our Strategic Plan is more a refresh than a redo, providing us with an opportunity to take stock of our strengths while also taking a step back to identify where are key priorities lie.

The previous iteration of our Strategic Plan helped us weather the COVID-19 pandemic. We were able to meet and even exceed some of our goals, while others felt out of sync in our new “post pandemic” reality. Four priority themes emerged which run throughout the activities outlined here and serve as our foci for this plan. As much of our work became transactional out of necessity and safety concerns during COVID-19, a key focus for us again are relationships and the people with whom we work.

**Our success and what make us, us has been our never-ending compassion and commitment to showing up for people with love and respect.** That is inherent in our name and I believe what sets us apart.

Moreover, we must remain committed to and truly center social justice and equity as a guiding principle in our work, including scaling up involvement with our clients and affected family and friends. The pandemic also provided opportunity to strengthen and digitize many of our systems, which we can now streamline to be more efficient and data informed to better build and maintain relationships and priority services. This will also allow us to be a sustainable resource which can continue to pivot to meet the ever-changing needs of our community, and truly meet our clients where they're at.

**We have exciting work ahead, and I invite you to explore and be a part of the movement.**

In solidarity,  
Sara

# ENHANCE CARE SERVICES

## Expand Connection

Strengthen relationships through intake and referral processes  
Increase use of data and reporting



## Strengthen Client Communication

Increase available services and awareness among clients  
Utilize updated database to connect with clients  
Weekly newsletters

## Develop Client Group Activities

Provide consistent outreach and connection  
Create more support groups: women's support group, Latinx and women's group, youth group

# **EXPAND PREVENTION SERVICES**

## **Harm Reduction Awareness**

- Host a harm reduction symposium
- Partner with community stakeholders
- Implement drug checking beyond fentanyl
- Needs assessment with clients and community stakeholders
- Increase advocacy and visibility

## **Mobile Services**

- Scale up kiosk, vending machine, other community support services
- Create and implement operations for van
- Create visibility of van and scale up outreach activities

## **Increase uptake of PrEP**

- Partner with clinics and medical providers to provide injectable PrEP
- Increase Spanish language promotion, education and uptake with PrEP
- Strengthen PrEP Navigation services
- Explore outreach opportunities

## **Increase HIV Test Rates**

- Partner with clinics and medical providers to provide injectable PrEP
- Increase Spanish language promotion, education and uptake with PrEP
- Strengthen PrEP Navigation services
- Explore outreach opportunities

## **Strengthen integration of STI services**

- Scale up access to Syphilis testing
- Explore STI treatment onsite
- Develop an STI plan from funding needs

# **SUSTAINABLE, RESILIENT COMMUNITY RESOURCE**

## **Visibility of Face to Face**

Support increased board and ED engagement with relationship building throughout the community

(Re)establish relationships with agencies in the community

Identify strategies to better facilitate board member time

## **Board Development**

Recruitment of new board members to support our strategic direction

Develop criteria and support for the Board to best serve

Ensure board includes diverse and representative members with lived experience of our clients

## **Collaboration between services**

Analyze gaps between care and prevention client needs

Enhance collaborations between services

Identify peer and cross training opportunities.

## **Explore mission & vision**

Explore our mission, vision, branding and messaging to evolve to best meet the needs of our community

# ELIMINATE STRUCTURAL DEFICIT

## Evaluate events/fundraisers

Create relationships with donors, supporters and other collaborators in the county

Analyze our events and value to the agency

40th Anniversary recognition

New social media channels



## Additional Revenue Streams

Explore opportunities for 340B revenue

Identify and secure new grant funding

Look at fundraising strategies

Advocate for funding for Harm reduction program