

Mission

The District Council of Madison – Society of St. Vincent de Paul is a Catholic lay organization in which members join together in friendship to grow spiritually by providing person-to-person services to our neighbors in need.

Vision

We envision a future where our organization is providing services that are responsive to the changing needs of our neighbors and where we can demonstrate our Vincentian values in a seamless and cohesive way in everything we do.

Virtues

Simplicity  
Humility  
Gentleness  
Selflessness  
Zeal

Strategic Goals

Improve Service Offerings  
Reignite Our Values  
Cultivate Equitable Community



District Council of Madison, Inc.  
Society of St. Vincent de Paul  
PO Box 259686  
Madison, WI 53725-9686

Helping Our Neighbors In Need

[svdpmadison.org](http://svdpmadison.org) • [@svdpmadison](https://twitter.com/svdpmadison)



# Strategic Plan

2024 - 2027





### Goal #1

## Improve Service Offerings

To improve the delivery of service offerings through better communication, consistency, and accessibility.

### Strategies

- Evaluate service delivery offerings and delivery processes for neighbors in need.
- Establish a customer service standard and train employees, volunteers, and members on these expectations.
- Emphasize employee, volunteer, and member wellbeing focusing on education and respect.

### Metrics

- Increased percent of neighbors who give **high ratings** for/services according to: hours, access, customer service, respect, value, and selection.
- Decrease neighbor wait-time for services.
- Increased percent of employees, volunteers, and members who give **high ratings** for their wellbeing in association with St. Vincent de Paul – Madison.



### Goal #2

## Reignite our Values

To revitalize people and use our facilities in ways that will inspire exceptional neighbor services rooted in Vincentian virtues.

### Strategies

- Use the joint wisdom of employees, board, and members to evaluate our work and use our facilities in ways that best serve our vision to help neighbors in need.
- Grow employees', volunteers', and members' understanding through training of values, virtues, and history about the mission.
- Develop systems and processes that instill and demonstrate our values across the organization to volunteers, employees, members, donors, shoppers, and neighbors in need.

### Metrics

- Increased percent of employees who rate St. Vincent de Paul – Madison as a **good place to work**.
- Increased percent of employees, volunteers, and members who can **name and give examples** of Vincentian virtues across our facilities.
- Increased percent of **Members** who report fulfillment in their fellowship, friendship, and charitable works.
- Increased satisfaction by neighbors of all services.
- Increased alignment of facilities to better meet the needs of users.



### Goal #3

## Cultivate a Community of Belonging

To cultivate a culture of belonging where every employee, member, volunteer, and neighbor feels empowered to participate fully in the social, cultural, and mission life of the organization.

### Strategies

- Assess perceptions of belonging by employees and identify areas for culture improvement.
- Apply innovative ways to educate people who will encounter diverse populations.
- Collect and tell stories of belonging, inclusion, and equity across the organization.

### Metrics

- Increased percent of members, volunteers, employees, shoppers, and neighbors in need who rate themselves as **welcomed, respected, and belonging**.
- Increased percent of members, volunteers, and employees who can demonstrate **actions, behaviors, and attitudes** of inclusion, equity, and belonging.
- Increased number of stories collected and told throughout the organization.

