

The Council on Recovery

FIVE-YEAR STRATEGIC PLAN

2022 - 2027



713.942.4100
303 Jackson Hill Street
Houston, TX 77007
www.councilonrecovery.org

MISSION

Our mission is to lead the community in creating a path to freedom from substance abuse and related issues.

VISION

We envision a world free from the stigma of substance abuse, where recovery is accessible to all.

VALUES

Impact: We make a difference by relieving the burden of addiction and substance abuse now and for the future through our education, outreach, treatment, and advocacy.

Excellence: We pursue perfection in all that we do, keeping families and our community in sharp focus at all times.

Integrity: We always adhere to the highest standards of conduct and professional ethics in all that we do.

Compassion: We have respect and understanding for everyone we touch and for each other.



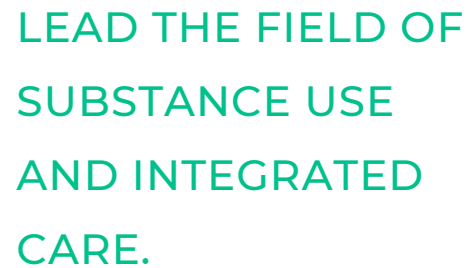
STRATEGY



FORTIFY THE
COUNCIL IN THE
COMMUNITY AS THE
PLACE TO START,
RECOVER, SERVE,
LEARN AND WORK.

*To be a preeminent
service provider
focused on
substance abuse and
co-occurring mental
health disorders.*

- Be the leading resource in the community for screening, assessment, navigation, referral, and treatment for the individual, family and community.
- Be a training and workplace destination in the behavioral health sector.
- Be the premier provider of outpatient treatment, recovery support, prevention and community intervention services.
- Be the partner of choice for other organizations in the substance use services field through collaboration, integrity, and credibility.



- Establish the gold standard for organizational practices for the industry; develop an organizational self-assessment tool to support organizational growth and development.
- Train practitioners to provide a holistic system of care.
- Support ongoing growth and advancement for the community, individual professionals, organizations and the field.
- Provide high quality programming to the clients we serve.

STRATEGY



BUILD INNOVATIVE PARTNERSHIPS FOR INCLUSIVE CARE.

To ensure anyone seeking help receives the highest quality of care, whether that's with The Council or a trusted community partner.

- Create an organizational culture which conveys that any and every person at The Council is the right access point for service.
- Leverage the campus to bring in other expertise, innovation and industries.
- Use technology to develop creative partnerships for effective and efficient access.
- Ensure that substance use, addiction and recovery are equally valued as parts of the system of care.

STRATEGY



ADVANCE A COLLECTIVE VOICE FOR CHANGE.

*To be a leading
advocate for
awareness around
substance use and co-
occurring mental
health disorders both
locally and state-wide.*

- Develop adaptive leaders and practitioners who are knowledgeable and passionate about substance use and mental health disorders.
- Influence systemic change through policy initiatives.
- Eliminate shame and stigma to create empathy and engagement.
- Inspire action for maximum impact to create a healthier community.

"Skyrocketing overdose deaths, substance abuse, and suicide rates both locally and nationwide renew a sense of urgency in our mission to combat false narratives, beliefs and assumptions around this chronic disease."

Mary H. Beck, LMSW, CAI, President & CEO

STRATEGY



INVEST IN SUSTAINABLE RELATIONSHIPS TO FUND A VIBRANT FUTURE.

To be a financially responsible nonprofit organization that focuses on sustainable program offerings while maintaining low overhead costs.

- Double the Foundation's assets every five years.
- Identify the ideal balance of diverse revenue sources that respond to the needs of the community.
- Increase our base of individual donor support.
- Develop and secure new, alternative payment methods.