**MISSION**

SCCADVASA serves as the collective voice promoting the prevention of domestic violence and sexual assault in South Carolina.

**VISION**

A South Carolina free from domestic violence and sexual assault.

**STRATEGIC PATHWAYS 2020-2023**

**STRATEGIC POSITIONING:**

Advance our work in Prevention, Advocacy, Collaboration, and Education (PACE) in the following ways:

- **Widening Pathways to Engagement**
  - Convene strategic membership conversations for ongoing clarity of role and mission.
  - Deepen and diversify community engagement.
  - Develop and implement strategic marketing and communications plan that aligns stakeholder interests with coalition objectives.
  - Build fund development strategies that do not compete with our members.

- **Widening Pathways to Resources**
  - Design and deliver a "SCcadVASA University" (Catalyze, curriculum, schedule, faculty, etc.).
  - De-silo our staff to execute strategy as a cross-functional team.
  - Create coalition-wide synergies to expand capacity building (train the trainer, outsourcing, leveraging member assets, etc.).

- **Widening Pathways to Change**
  - Launch strategic public relations campaign to generate public awareness of issues and inspire action toward a shared vision.
  - Leverage common ground among stakeholders to amplify collective voice.
  - Expand grant development centered on prevention strategies.
  - Advance advocacy platform centered on prevention strategies and systems change.