

In May 2020, the Greenville Homeless Alliance Steering Committee adopted the organization’s first strategic plan. The priorities identified in the [2019 Report on Homelessness in Greenville County](#) and information gathered from listening sessions with GHA partners and stakeholders form the foundation for this plan.

The strategies are aligned by GHA’s primary areas of action – **educate, advocate, collaborate, and innovate**. An additional section was included to address **operational excellence** and long-term sustainability.

**EDUCATE**

**Raise the collective knowledge about homelessness among partners, stakeholders, and the community.**

**Strategies**

- Develop a GHA 101 presentation to promote GHA’s mission and goals and to personify the issue of homelessness.
- In partnership with the Upstate Continuum of Care, collect and publish annual homelessness data and periodically release a comprehensive Report on Homelessness in Greenville County.
- Inform Steering Committee and stakeholders about connections between transit and homelessness.
- Develop and release topic briefs associated with key indicators in the Report on Homelessness and spotlight innovative programming in the community.
- Research and report on key services and gaps (recognizing the more inclusive GHA definition of homelessness and parameters of the Upstate Continuum of Care definition) in barrier areas that impact homelessness to include key partners and professional groups that lead in each area.
- Publish an Exiting Homelessness Guide.

**ADVOCATE**

**Develop and promote a policy agenda, including public funding strategies, to support the needs identified in the Report on Homelessness.**

**Strategies**

- Create an annual GHA local policy agenda.
- Create an Advocacy Training Academy and align sessions with annual advocacy agendas.
- Ensure non-taxpaying, non-voting people who are experiencing homelessness are visible.
- Advocate for full funding of Greenlink’s Transit Development Plan through 2023 to expand transit to meet the needs of Greenville County.
- Develop strong relationships with municipal and county elected officials, state legislators, staff, and appointed board members.
- Evaluate the feasibility of establishing a state advocacy agenda.

**VISION:** Safe, affordable homes for everyone in Greenville County

**MISSION:** To strengthen the partnerships and broaden support in an effort to increase options for individuals or families who are experiencing homelessness in Greenville County.

**VALUES:** Equity, Integrity, Inclusiveness, Pragmatism, and Courage

**COLLABORATE**

Convene cross-sector partners to share expertise, perspectives, and resources to support GHA’s common agenda.

Strategies

- Complete partner profiles and mapping.
- Convene and build community with those experiencing homelessness.
- Continue leading the Homeless Triangle Mediation initiative.
- Continue leading the Motel Displacement Response Plan.
- Increased engagement with landlords and property owners.
- Determine new areas where mediation or displacement plan should apply and determine whether GHA has the capacity to take the lead in additional areas.

**OPERATIONAL EXCELLENCE**

Ensure the sustainability of our collective impact work and utilize best practices in Steering Committee and staff leadership.

Strategies

- Clearly define GHA’s leadership structure and create working groups to support GHA’s collective goals and initiatives.
- Create a comprehensive Fund Development Plan.
- Enhance the Communications Plan to actively communicate with all stakeholders to support GHA’s core strategies.
- Ensure host organization and staffing structure meets the needs of GHA.

**INNOVATE**

Collect and report on data, and promote evidence-based pilot initiatives, to include funding strategies.

Strategies

- Participate in the collective development of a comprehensive funding strategy to address exits from homelessness.
- Evaluate new initiatives and emerging issues for alignment with GHA’s mission, values, and goals, in order to determine level of GHA involvement.
- Refine the collection process of annual homelessness data in partnership with the Upstate Continuum of Care.
- Support the Upstate Continuum of Care’s implementation of the Mayors’ Challenge to End Veterans’ Homelessness.
- Work with key stakeholders to develop a universally accepted entry and exit system, while supporting the Upstate Continuum of Care’s HUD-mandated coordinated entry process.

**The Greenville Homeless Alliance (GHA)**

is a coalition committed to making homelessness brief and rare in Greenville, SC. Charged with looking for sustainable solutions to homelessness, the Greenville Homeless Alliance works to **educate, advocate, collaborate,** and **innovate** with policymakers and the community.

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