

## The Future of CFR

In the spring of 2022, CFR hired a new CEO who assessed the organization's capacity and found internal infrastructure had not kept pace with organizational growth and community need.

Recognizing an opportunity to revisit CFR's mission, vision, and values to ensure their alignment with current practices and community needs, CFR set out to develop a new strategic framework to respond to a rapidly changing environment.



### Strategic Question

*What does it mean for Council for Relationships to be financially accessible, culturally relevant, and able to attract and retain a diverse workforce where people thrive? What are the implications?*

#### Strategic Priority 1

Re-envision the business model with an eye toward increasing access to services and ensuring equitable, efficient, and effective use of resources while maintaining a financially viable organization.

#### Strategic Priority 2

Transform CFR into an organization that is diverse, equitable, and inclusive, in which all staff feel that they belong and can thrive.

#### Strategic Priority 3

Build infrastructure to understand and meet organizational and community needs.



#### Mission

Council for Relationships is a nonprofit organization that strengthens interpersonal connections through accessible, specialized, and expert individual, relationship, and family therapy, clinical training, and research.



#### Vision

A caring world through thriving relationships and flourishing communities.



#### Values

Empathy | Ethical Conduct |  
Diversity, Equity, Inclusion, & Belonging |  
Curiosity, Learning & Growth



## Strategic Goals

CFR's Strategic Framework is designed to provide a flexible framework for addressing the timely opportunity around which it was developed. This framework includes framing of that opportunity, along with intended strategies, outcomes, and goals, and will inform the implementation plans staff are developing to include action steps, timelines, and resources needed to actualize this strategic roadmap. A stated commitment to equity, reflection, and learning will lead to the ongoing evolution of the work.

### Strategic Priority 1

1. Identify business model options that generate revenue to support sufficient investment in organizational infrastructure.
2. Diversify unrestricted revenue to mitigate reliance on any singular source of revenue.
3. Create a pay structure that expands client access to highly trained therapists, regardless of ability to pay, and that provides competitive compensation to staff therapists and compensation for student therapists.

### Strategic Priority 2

1. Develop leadership for DEIB at the board level.
2. Build the organizational structure to support DEIB work.
3. Cultivate psychological safety within CFR to support DEIB work, specifically around race.
4. Increase accessibility of high-quality, specialized, and culturally appropriate services for BIPOC, disabled clients, those with limited English, and LGBTQIA individuals.

### Strategic Priority 3

1. Develop a theory of change and outcome measures across CFR's programs and services.
2. Establish IT systems that automate internal processes and support data collection/analysis needs.
3. Create a robust HR function.
4. Invest in marketing and outreach to increase awareness of CFR's services in various communities.