



**HEROHouseNW**

Strategic Plan | 2021

Hope  
Empowerment  
Relationships  
Opportunity



**HERO HOUSE NORTHWEST** uses economies of scale to create and support Clubhouses that can thrive and provide hope, empowerment, relationships, and opportunity to their members. We work for Clubhouses in Washington so they can do the work on the ground.



# OUR VISION

We envision a world where people living with serious mental illness thrive in communities of hope and opportunity.


# OUR MISSION

To champion behavioral health recovery by facilitating Clubhouse expansion throughout Washington State.



OUR STRATEGIC  
PLAN FOCUSES ON

# TWO MAJOR GOALS



People seeking recovery in  
Washington know how to  
connect and get support  
at Clubhouse.

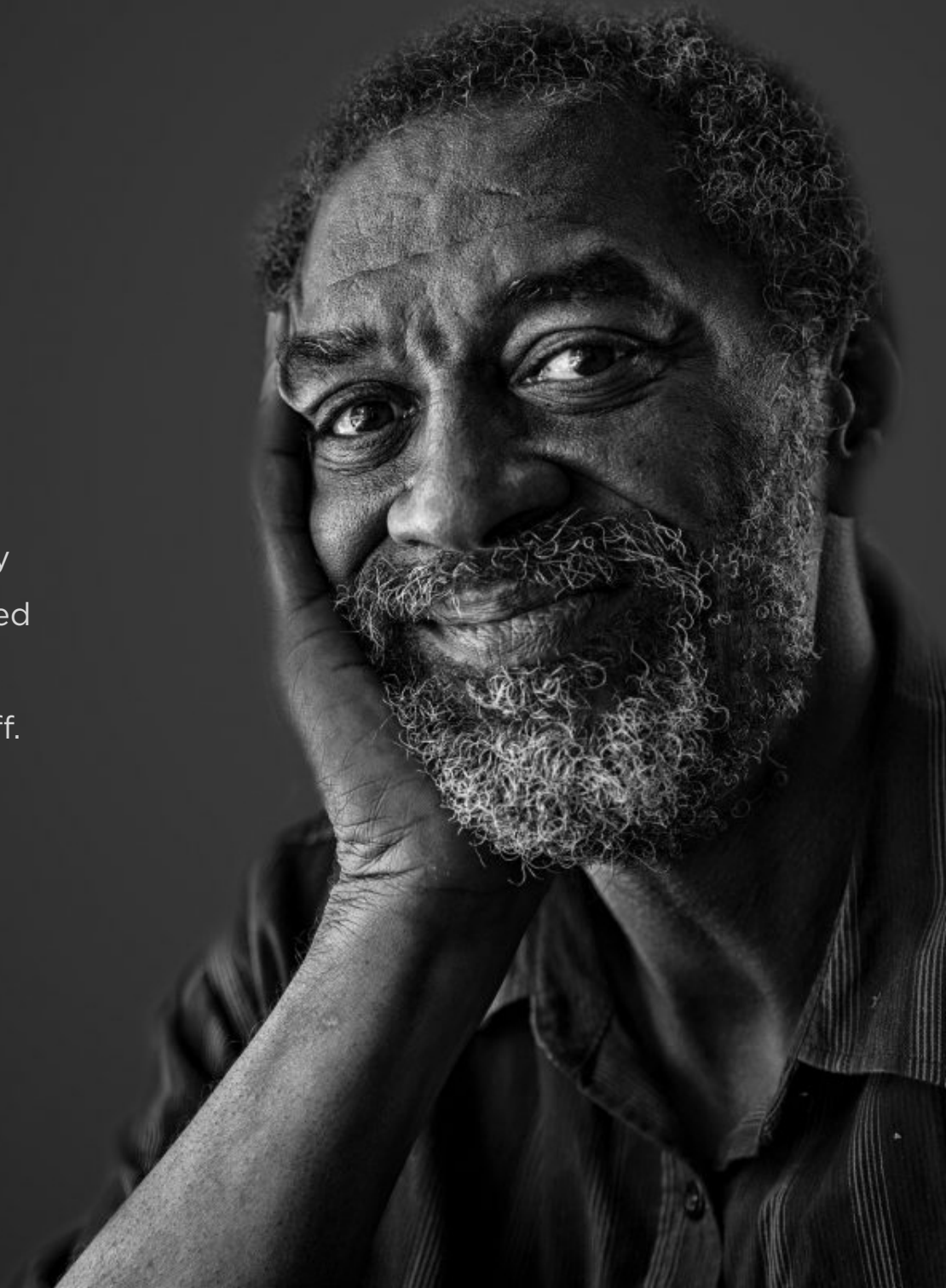
/  
&  
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People with mental health  
conditions have meaningful  
opportunities for housing  
and employment.



**HERO HOUSE NORTHWEST** remains committed to the Clubhouse International model and the focal goals in this strategic plan are intended to supplement the 37 standards set forth by Clubhouse International. These goals reflect the most pressing needs identified by our community in Puget Sound and Washington State as identified via community survey and a strategic planning workgroup made up of members, board, and staff.

While HERO House NW is not an employment or housing provider, we recognize their critical importance in recovery, and are committed to increasing access to both in ways that align with our mission, values, and model.







# OUR INITIATIVES

THAT MOVE US TOWARDS  
THESE GOALS...

## OUR INITIATIVES

# STRENGTHENING THE CLUBHOUSE FOUNDATION (INTERNAL)

**Sustainability:** HHNW is financially sustainable.

**Standards and quality:** HHNW provides guidance and infrastructure that enables Clubhouses to maintain consistency across programs while remaining flexible for needs specific to their communities.

**Accreditation:** HHNW ensures fidelity to the 37 standards set forth by Clubhouse International.

### BY 2024:

- HHNW has developed guidelines and budgets for what it costs to start up a Clubhouse and sustain it over time.
- HHNW has created a Program Director network across the state.
- WA State legislature has allocated \$16 million in permanent funding for Clubhouses across the state.
- HHNW has increased individual gifts and foundation giving to 40% of the overall organizational budget.
- All 3 HHNW Clubhouses are accredited.



## OUR INITIATIVES

# BUILDING THE CLUBHOUSE NAME AND MODEL (EXTERNAL)

### Creating a National Brand and Affiliate

**Model:** We build the Clubhouse model to meet the needs of 2021 and the future (through partnership with Fountain House and other nationally recognized Clubhouse organizations).

**Awareness:** Everyone knows what Clubhouse is when they're looking for recovery, and HHNW is a recognized brand across the state.

**Data:** We'll build the knowledge base of Clubhouses, cross-sharing metrics throughout our network to add to current research and findings that support the effectiveness of the Clubhouse model.

### BY 2024:

- An affiliate model that allows for high quality standards paired with responsiveness to local community needs has been developed.
- HHNW has executed a comprehensive marketing and communications plan creating brand recognition in Washington State.
- Serve as a primary technical assistance resource to other Clubhouses seeking accreditation in Washington State.





## OUR INITIATIVES

# CREATING PARTNERSHIPS THAT AMPLIFY OUR IMPACT

**Housing:** People in behavioral health recovery have healthy, safe, and affordable housing options available to them, in alignment with the Clubhouse International housing standards.

**Employment:** People in behavioral health recovery have a network of employers with jobs that meet members' needs through independent, supported and transitional employment.

**Equity:** HHNW represents the community we serve and builds relationships with communities that aren't in the room.

**Behavioral Health:** HHNW has a clear referral process and deep partnerships with referring behavioral health organizations, connecting more people to Clubhouse.

## BY 2024:

- HHNW has 5 official partnerships that help grow our referral process, housing, employment and other opportunities for people with mental illness.
- Across our 3 Clubhouse locations, 50% of members secure supported employment through one of the employment programs.
- Across our 3 Clubhouse locations, increasing housing for members by 25%.
- Clubhouse membership and staffing adequately represents the diversity of Washington State aligning with most recent US Census data.
- HHNW has metrics about how members are referred to accredited Clubhouses in Washington.



# OUR ROLES



## OUR ROLES



### **Supports & sustains**

the programs of  
HERO House NW



### **Shapes mental health policy**

and funding  
through advocacy  
and public  
awareness



### **Provides consultation**

to Clubhouse  
programs across  
Washington State



### **Promotes the role of clubhouses**

as a vital component  
of mental health  
recovery





BELLEVUE | SEATTLE | EVERETT