



Safe community for those affected by HIV

Strategic Plan 2021-2024

“Broader and Deeper” Initiatives

Vision

That HIV-positive children, families, and young adults throughout the Pacific Northwest flourish with dignity and self-worth in the face of rejection and isolation.

Core Values

Through tangible expressions of God’s love, REACH is committed to:

- UNCONDITIONAL ACCEPTANCE ... We treasure who you are.
- COMMUNITY ... We journey through life together.
- JOY ... We play and laugh together.
- TRUST ... It’s safe to be you.

Core Competency

We nurture loving relationships and encouragement, for the long haul, in a family environment that all people yearn for. REACH sees the whole person, not their HIV status; understands that all people need safe community; and is a resource for those seeking a relationship with God.

New Initiatives

A. Broader: There are 3,100 children through age 34 living with HIV in the Pacific Northwest and over 350 new HIV diagnoses per year within the same demographic. Initiatives will double the HIV-positive people we serve (from 100 to 200, plus their family members). The new position of Outreach Director will:

- Establish and strengthen relationships with 25 new and 7 current referral clinics, agencies, and social workers to connect with more U.S. families, immigrant families, long-term survivors, and newly positive 13-34-year-olds.
- Implement social media campaigns to make it easy for those seeking support to find us.

B. Deeper: While REACH serves the whole family, our HIV-positive teens, parents, and single adults have identified needs to us, which online technology for connecting with people now makes possible. Initiatives will provide added tools targeted specifically to strengthen the HIV-positive members. The Program Director will:

- Implement “Flourishing” research, tools, programs, and individual mentoring plans based on social science research.^{1,2}
- Train 30 personal “flourishing mentors” for children through adults.
- Launch 10 HIV support groups for HIV-positive teens, HIV-positive adults, and parents of HIV-positive children.

¹ Diener, Wirtz, Tov, Kim-Prieto, Choi, Oishi, & Biswas-Diener, “New measures of well-being: Flourishing and positive and negative feelings,” *Social Indicators Research* 39 (2009):247-266.

² PositivePsychology.com. January 9, 2020. “Seligman’s PERMA Model: Your Scientific Theory of Happiness.” <https://positivepsychology.com/perma-model/#seligman-perma-model>