



# SOULSIDE

## HEALING ARTS

**2024-2026 STRATEGIC PLAN**

## **VISION, MISSION & CORE VALUES**

### **Mission**

Soulside Healing Arts decreases barriers to healing, health, and happiness by making holistic wellness practices accessible to all.

### **Vision**

Through sliding scale classes, programs, and workshops, Soulside Healing Arts spreads holistic education and wellness resources throughout the community.

### **Core Values**

#### *Diversity*

We recognize and embrace the benefits of having a diverse board, staff, and clientele and are committed to developing policies, practices, and ways of working that support diversity. We are committed to an inclusive and welcoming workplace with an environment that respects differences and is intolerant of behaviors which are non-inclusive.

#### *Respect*

We are respectful to all and work to ensure that the practices we offer are made accessible and informed by the varying abilities, levels of experience, and backgrounds of our students.

#### *Empowerment*

We work to provide resources and education to our board members, instructors, facilitators, and students so they can make informed choices while incorporating holistic wellness in ways that benefit their lives.

#### *Collaboration*

We work together by sharing knowledge and building consensus towards a common goal of social change. We believe that collaborating with our employer partners and community-based organizations will expand our impact to reach those in our community who could benefit from trauma-informed holistic wellness practices.

#### *Accountability*

We are accountable for our actions and attitudes as facilitators of holistic wellness practices. We are responsible for learning from the communities we serve and educating our team on the diverse needs of those communities to ensure our offerings are positively reducing barriers to healing and improving lives.

## **GOALS & STRATEGIES**

Soulside was founded with aspirational goals in the Spring of 2018, including the goals below. The goals we set link directly to our vision and mission. The strategies in place are how we will achieve these goals, and each strategy links directly to one or more goals.

## **Goals**

By reducing barriers to holistic wellness and movement arts, Soulside Healing Arts will:

### *Improve Health*

Practicing yoga and other forms of holistic wellness improve physical, mental, communal, and spiritual health. These practices are valuable in the healing of stress and trauma, establishing more effective mind-body connections, and empowering individuals to better manage the somatic symptoms of trauma.

### *Improve Wealth*

By providing sliding scale services in virtually all realms of our work, no student or client will be turned away for their inability to pay the market-rate suggested donation. Individuals with low or fixed incomes can still benefit from holistic wellness while using their precious resources on other activities and needs of daily life. We support the health of our local economy by ensuring instructors and staff are paid fairly for their time and expertise.

### *Empower Instructors*

By empowering facilitators with professional development we ensure our offerings accommodate individuals of various functional and emotional capacities, as well as cultural backgrounds. We strive to support facilitators in providing the most equitable approach as possible. Through our rotating scholarship fund, we make an effort to identify and support students interested in becoming instructors themselves, growing a diverse instructor cohort to further ensure our commitment to equity.

### *Equitable Access*

Our sliding scale model ensures our offerings are accessible to all. For community members with transportation barriers for which in-studio classes are not readily accessible, Soulside works to establish relationships with other community-based organizations to provide low or no cost classes at locations centralized in neighborhoods.

## **Strategies**

These are the ways Soulside will accomplish its goals:

### *Organizational Effectiveness*

Ensuring that board policies, practices, goals, and strategies are crafted and informed by a diverse board of community members, students, and instructors. Soulside is also committed to strong fiscal stewardship and transparency.

### *Community-Based Wellness Partnerships*

Through partnerships with other community-based organizations and employers in the region, Soulside ensures equitable access for community members by reducing transportation barriers, and offering services in neighborhoods at low or no cost.

### *In-Studio Classes & Events*

Soulside researches communities surrounding its studio locations to develop pricing models that are reflective of the communities in which they are located. The studio spaces within Soulside will be marketed for use to support other community-based organizations and partners looking for a safe, community space on a sliding scale basis.

## 1. WORKPLACE WELLNESS

- a. **Continue developing corporate & non-profit partnerships**
- b. **Pivot data collection efforts towards promotional/operational purposes**
  - i. Add sign-in sheets for regular classes, collecting names & emails
  - ii. Implement short post-class satisfaction survey, accessible by QR code
  - iii. Identify frequent attenders and reach out to request written/video testimonials
  - iv. Identify exiting participants and inquire around reasons for discontinuing attendance
- c. **Invest in creating targeted promotion materials & experiences**
  - i. Revise menu of offerings presented to HR, citing published research on yoga benefits alongside local testimonials
  - ii. Present teaser/taste-tester of offerings to non-profit leaders, etc.
  - iii. Create professional 'elevator pitch' video, generic enough to serve as promotion to multiple audiences for several years
  - iv. Create lower quality testimonial videos in-house
  - v. Research community partnership strategies used by other non-profits

## 2. TEACHING/CONSULTING

- a. **Continue offering Trauma-Informed Yoga workshop**
  - i. Add CEUs for non-yoga professionals
  - ii. Offer workshop on traveling/remote basis
- b. **Develop additional workshops/consulting services capitalizing on Soulside's strengths**
  - i. e.g. Soulside's approach to community-based non-profit work
  - ii. e.g. the doula program
  - iii. e.g. the embodiment workshop

## 3. BOARD OPERATIONS IMPROVEMENT

- a. **Continue developing information resources to support Board members**
  - i. Create Board onboarding/transition manual
    1. Collect personal reflections from Board members exiting an officer position or leaving the Board
  - ii. Develop operations calendar
  - iii. Streamline project tracking spreadsheet
  - iv. Streamline community partners spreadsheet
- b. **Continue streamlining annual budget process**

## 4. VISIBILITY

- a. **Ensure Board members are familiar with promotional resources and fluent in carrying Soulside's message**
- b. **Explore & implement options to improve physical visibility of studio—spotlight, A-frame, mural, video**
- c. **Continue streamlining social media/newsletter marketing plan**