



MSCL Vision / 2030

Strategic Plan





Maple Street House, one of two
MSCL Houses in Hailey.

About Us

We promote a proven and comprehensive process for men recovering from substance use disorders that includes sober living, health and wellness, workforce return, and the reestablishment of relationships.

Mission | What We Do

We help men achieve sustained recovery from substance use disorders and successfully reenter society.

Vision | Why We Do It

To inspire renewal for all men recovering from substance use disorders who choose sustained recovery.



Cooking in the kitchen of the Maple Street House.

Our Core Services | How We Do It

We promote a healthy process leading to sustained recovery for men living with addiction through recovery living, rebuilding critical support systems, restoring physical and mental health, and reentering the workforce.



MSCL provides residents programs such as the Financial Literacy Program (top) and Educational Support (opposite).

Recover

Sober Living Program

Rebuild

Matched Savings Account Program

Financial Literacy Program

Physical Health Program

Restore

Medical, Dental, Vision Assistance

Behavioral Health Services

Nutrition Assistance Program

Reenter

Educational Support

Technical Skills Training and Assistance





Our Aim | Five Primary Goals of Our Work



1

Increase self-confidence and integrity.

2

Establish responsible routines.

3

Progress towards personal life goals.

4

**Continue to build healthy connections
and community.**

5

**Give back to the community or rehabilitate
their image in society**



Vision 2030 | Six Priorities for the Future

Community events and fundraising efforts generate greater organizational capacity and revenue. Annual pickleball tournament (top left) and Idaho Gives - Funky Fashion Show (top right).

Identity | Clarify our brand and identity to distinguish ourselves more clearly in the community with consistent messaging and design across all applications and communications.

- ▼ Adopt new mission and vision statements.
- ▼ Establish the core business – recovery and reentry – as the foundation for our work.

Impact | Advance to the next stage of maturation and development toward an enduring and impactful institution in the Wood River Valley.

- ▼ Refine our services and outreach and implement the most effective ecosystem of delivery in relation to the vision we cast.
- ▼ Identify and articulate additional adjacent programs or services that will complement the wrap around support we offer men.
- ▼ Enhance our advocacy efforts in the community.
- ▼ Identify the most effective developmental ages to deploy our services in the community.
- ▼ Explore and identify early opportunities for intervention in the community.
- ▼ Design and implement a transitional housing program and facility to extend our impact and reach.
- ▼ Consider meeting the full need of the community in a decade.

Finance | Develop the proper long-term financial model, including funding sources and philanthropic efforts to sustain the vision well into the future.

- ▼ Identify and implement programs that generate greater organizational capacity and revenue. (*Ex: point of sale partners, moving company, skill-building enterprises, community events, annual gala, auction off services.*)
- ▼ Increase the number and capacity of our board of directors.

Leadership | Grow the leadership structure and depth in both governance and administrative leadership enabling the organization to distribute the leadership function effectively.

- ♥ Maintain a laser-like focus on our vision.
- ♥ Strengthen leadership systems and structures through professional development and adequate resources.
- ♥ Grow the strength, participation, size and strategic scope of the board.

Best Practices | Improve the ongoing effectiveness and sustainability of our programs.

- ♥ Complete ongoing evaluation processes to ensure our effectiveness against our mission and vision.
- ♥ Develop ongoing relevant policies and procedures as our organization grows.
- ♥ Create easy to navigate reporting systems.

Partnerships | Identify and develop strategic partnerships in the community that are complementary to our mission but address issues that MSCL has deemed beyond its scope.

- ♥ Enhance our networking structure.
- ♥ Identify alternative and supporting service providers.
- ♥ Consider playing a clearinghouse and referral role for support and intervention services beyond our mission.





2nd Avenue House in
Hailey, Idaho



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