

## **Clarifying JONAH (Proposed draft C revised)**

**VISION:** A just society

**MISSION:** To collaborate, empower and act toward resolving critical social issues impacting the Chippewa Valley.

Current critical social issues include affordable housing, environment, justice action, child poverty, mental health, access to transportation and immigration.

Our goals are to:

- Deepen and expand relationships.
- Broaden grassroots participation.
- Develop leadership skills.
- Take actions to address root causes of social issues.
- Shift public narrative.

Our process leads us to identify issues of injustice, raise awareness, train for effective grassroots leadership and improve civil discourse.

### **Goal 1: Deepen and broaden relationships.**

The purpose of this goal is to understand what the community needs are, improve efficiency and effectiveness of efforts taken, and strengthen our voice.

Strategies (how do we get there?)

- Expand, deepen, and diversify relationships.
- Nurture collaborations and connections in rural communities.
- Maintain intentional connections with religious leaders and faith communities to increase involvement.
- Build relationships with elected officials.

### **Goal 2: Broaden grassroots participation.**

The purpose of this goal is to raise more voices, especially those with lived experience, and to create a more well-informed community.

Strategies

- Lift the voices of people who traditionally live at the margins of society and others with lived experiences.
- Bring new lenses forward (rural lens, minority viewpoint).
- Support new groups with training and messaging.
- Convene events, participate in outreach at partner events and utilize communication tools to expand public awareness.

**Goal 3: Develop leadership skills.**

The purpose of this goal is for ordinary people to effectively lead in matters that affect their lives.

Strategies

- Offer training that will spread value-based approaches to leadership.
- Hold public actions where the public can participate.
- Create and implement a board development plan.

**Goal 4: Take actions to address underlying cause of social issues.**

The purpose of this goal is to take incremental steps toward resolving social issues.

Strategies

- Each task force will identify and implement 1-2 actions annually.
- Assist established coalitions to help them be stronger/more connected.

**Goal 5: Shift public narrative.**

The purpose of this goal is to use language to talk about social issues in a way that is reflective of affected populations.

Strategies

- Provide opportunity for the community to interact with people and ideas different than their own.
- Model respectful and constructive conversations at community meetings.
- Advocate for changes in how people speak about social issues that recognizes the real-life impact on communities and individuals.

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