



Empowering People.
Empowering Change.



2021-2024 Strategic Plan

"Without Guild, I wouldn't be standing here today. Because of Guild, my future is bright." – Eli, Guild Client.

About Guild

Our Purpose:

We empower change through engaging individuals and communities, embracing their needs and elevating their voices.

Theory of change: We know that enduring, lasting change occurs one small step at a time, when people see and understand all their options and create their own path. At Guild we walk alongside people on this journey, working towards a future in which everyone has access to health.

Our Values:

Empowerment. We give our clients and staff the whole picture and support them to make their own choices. We empower people to discover their potential.

Dignity. We view our clients and staff as people first. We believe everyone is worthy of respect, fairness, honesty, and transparency.

Collaboration. We support one another, partners, and community members. We share ideas and resources within and outside of Guild.

Innovation. We bring new ideas and solutions to the table. We try new things– failure is an opportunity for learning.

Perseverance. We show up when others don't. And, we don't give up. We provide continuity of care and commitment to achieve results.

Equity at the Center:

People deserve access to quality health care and services needed to meet the basic needs of housing, income, and social connection. Systems built on racial inequity and social injustice significantly impact the lives of the people we serve and have resulted in high disparities in health care and social determinants of health. Therefore, Guild is fully committed to addressing racial equity, inclusion, and access as critical components to the fulfillment of our purpose.

Guild provides services.

Health

We offer a continuum of services that vary in intensity, depending on the need of the client. Our services take place in the community, where the client lives. We provide direct mental health services and help clients navigate the entire continuum of resources to treat with substance use and chronic health care.

Housing

We house people who have experienced long-term homelessness. We help people find housing and subsidize their rent with vouchers we acquire through Federal and State funds. Guild staff have spent many years building relationships with landlords who rent to our clients.

Jobs

Guild uses an evidence-based approach, called IPS, placing people who have serious mental illness into employment. Guild staff build relationships with business owners and employers to find competitive jobs that suit the client's skills and career goals.

Guild employs people.

Approximately 200 staff

Staff come from a diversity of personal and professional backgrounds, including psychiatry, nursing, mental health, vocational and housing professionals.

At four locations

Guild Wabasha is on Wabasha Avenue, near downtown St. Paul, our Community Support Program is in West St. Paul on Livingston Avenue, and two treatment centers, Guild South and Maureen's House in South St. Paul and Guild Scott County Crisis and Recovery Center in Savage.

2021-2024 Strategy

Grounded in our purpose: Empowering change through engaging individuals and communities, embracing their needs and elevating their voices.

Looking to our north star: Develop industry-leading service models and supporting foundational infrastructure, becoming recognized as a model, thought leader, and advocate for equitable systems and changes to benefit the communities we serve.

Three-year goal: Leaning into the services and programs in which we excel, grow our service portfolio to increase our annual budget by 5% year over year, building an infrastructure that can support more aggressive growth.

We will achieve this by focusing on four main pillars:

**Intentional
Growth**

Advocacy

**Equity &
Inclusion**

Infrastructure

Methods

Pillar: Intentional Growth

- Pursue mutually beneficial partnerships that are win/win arrangements.
- Maintain a comprehensive, interconnected portfolio of practical, hands-on services that empower clients to meet their goals.
- Prioritize scaling services that are financially sustainable.

Pillar: Advocacy

- Work towards destigmatizing mental health and homelessness.
- Be a vocal advocate for legislative, regulatory, and societal changes that will benefit our clients and improve Guild's ability to do its work.

Pillar: Equity & Inclusion

- Develop a lens that drives internal policy and procedures that advance equity across racial and intersectional identities.
- Leverage our resources and voice to advance racial equity.
- Diversify our board, leadership team and client base to match the communities we serve.

Pillar: Infrastructure

- Implement internal processes and tools that provide a foundation for Guild to grow.
- Empower leaders at all levels of the organization to make decisions, improving our efficiency and effectiveness.
- Develop meaningful clinical measures to support quality services.