

**OUR NEXT DECADE OF  
COMMUNITY SERVICE**  
**2024 - 2033**  
STRATEGIC PLAN



**LA CLÍNICA  
DEL PUEBLO**



# OUR NEXT DECADE OF COMMUNITY SERVICE 2024-2033

## STRATEGIC PLAN Summary

**First and foremost, we will raise visibility, promote vitality, and strengthen the voice of La Clínica del Pueblo and our communities.** Our words and actions will be guided by a renewed commitment to cultural affirmation and Latinidad. We will plan to serve more Latin American immigrants and their families in new and/or expanded facilities across the metropolitan Washington region via a more diversified financial model. And to do so, we will foster a larger and even more dedicated workforce, offer a broader array of community-based programs and services, and build a robust administrative infrastructure to support our mission.

**Next and programmatically, we will almost triple the number of immigrants we serve each year—from 4,200 persons today to approximately 11,000 individuals in 2033.** We will reach this goal by embarking on a long-term capacity-building initiative that prudently invests in programs, services, and administrative infrastructure. Growth will be managed over time to create a larger, more sustainable organization in the future—think La Clínica del Pueblo as the regional leader in immigrant health and wellness which operates at least three neighborhood health centers supported by more than 200 employees and volunteers.

**Last and most important, our strategic plan for greater mission impact and growth will remain deeply rooted in La Clínica del Pueblo's origin story.** Founded by Salvadoran immigrants in 1983 in response to the emergent needs of Central American immigrants displaced by catastrophic wars, La Clínica has been a place of refuge, healing, and advocacy for over forty years. That powerful story connects past, present, and future by embracing our shared experiences as Latin American immigrants. It is a story that should be retold to employees, patients and clients, and supporters to raise our visibility and strengthen our advocacy voice in community.

### BY 2033, LA CLÍNICA DEL PUEBLO PLANS TO OPERATE

**3** HEALTH &  
WELLNESS  
CENTERS

WASHINGTON, DC  
MARYLAND  
NORTHERN VIRGINIA

Each facility will be at least 5,000 gross square feet, tripling our current clinical footprint, and offering sufficient space to provide high quality health care and supportive services to at least 10,000 immigrants per year.







## OUR MISSION

To advance this vision in community, La Clínica del Pueblo offers high quality, culturally affirming health care and supportive services to Latin American immigrants and their families who live in the metropolitan Washington region.



## OUR VISION

La Clínica del Pueblo envisions a healthy, thriving, and vibrant community of Latin American immigrants who are embraced for their life stories, respected for their cultural identities, and valued for the many gifts they share with the world.



## OUR PRINCIPLES

- Culture should be celebrated every day.
- Health care is a human right.
- Social empowerment is essential for equitable community change.
- Work ethic rooted in dedication and perseverance creates impact.



## OUR VALUES

### **Accountability.**

Our words and actions form a sacred bond with the diverse community of immigrants in this region. Every day we strive to provide high quality programs and services to this community.

### **Cultural Affirmation.**

Our words and actions reflect the importance of affirming immigrants wherever they are on life's journey. Every day we strive to express such affirmation influenced by our own lived experiences as immigrants and through our deep connections to the community.

### **Humility.**

Our words and actions embrace the importance of humility and openness in service to the community. Every day we strive to learn from patients and clients so that our mission, programs, and services remain relevant and responsive.

### **Respect.**

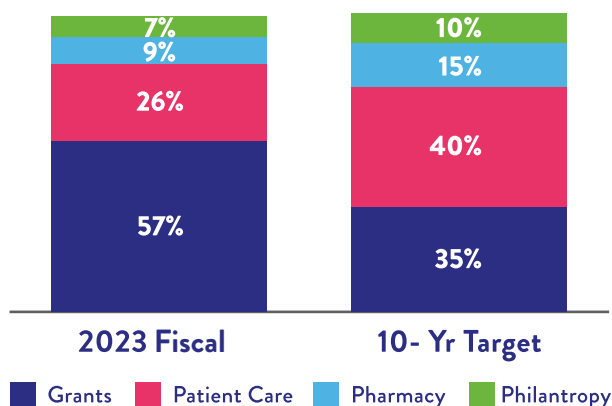
Our words and actions reinforce the unwavering commitment to respect all members of the community. Every day we strive to show such respect and to be considerate to all who seek our help especially elders in the community who offer wisdom and life lessons.



## A MORE DIVERSIFIED FINANCIAL MODEL

Raising visibility, promoting vitality, and strengthening voice will require a more diversified financial model with greater support from public and private funders.

### FUTURE FUNDING MODEL



## OUR PEOPLE AND WORKFORCE

We will expand and empower our team of dedicated employees.

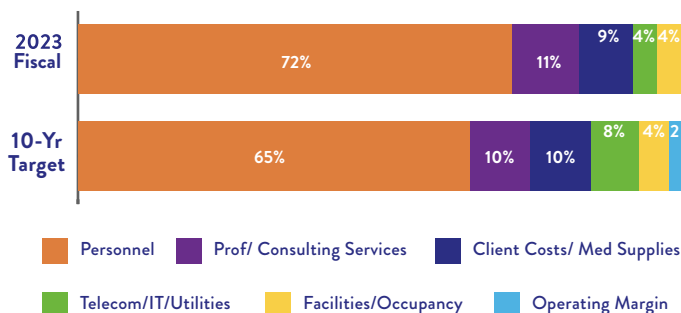
- ✿ Embark on an Executive Director Search.
- ✿ Invest in equitable compensation and benefits.
- ✿ Recruit and develop a workforce for expanded capacity at our new facilities.

## WE WILL TARGET 3 SPECIFIC REVENUE AREAS:

- **PHARMACY**- Increase capture rate and establish in-house pharmacies.
- **THIRD-PARTY** local insurance rates
- **PHILANTHROPY**- Corporate, Foundation, and Major Donor giving

Additional resources—*people, time, and money*—will be required to successfully implement this plan. For our part, we will increase patient care revenues through improved customer service and quality as well as pursue more grants that advance our mission and are consistent with our core values and principles. We will work tirelessly to secure more undesignated funds from individuals, corporations, and foundations. Our efforts alone will not address the unrelenting “no margin, no mission” financial reality that impacts La Clinica del Pueblo every year. More funding from public and private sources will be needed now and in the future.

### FUTURE EXPENSE MODEL



Our strategic plan is both aspirational and achievable. Together we will accomplish it.  
**SO JOIN US NOW!**





**LA CLÍNICA  
DEL PUEBLO**

[www.lcdp.org](http://www.lcdp.org)

