

 The Sophia Way

Shelter. Safety. Stability.

2030 Strategic Plan



Strong Roots.

Thriving Futures.

Dear Supporters & Friends,

Four years ago, we created The Sophia Way Forward, our first strategic plan. It helped us clarify priorities, strengthen our foundation, and learn what's possible when we dream big. In March 2025, we again brought together over 40 community members, staff, and board members to answer two questions: *What is the role of The Sophia Way – managing homelessness or addressing it? And if we were starting all over again today, what would we do differently?*

The answer is this bold aspirational plan.

Over the next five years, we'll transform care by moving beyond emergency shelter to long-term supportive housing and a replicable model. We'll secure the financial sustainability that allows us to scale. We'll invest in pathways for the dedicated staff who show up every day. And we'll deepen partnerships that amplify our impact.

Our commitment: [The Sophia Way will become the leading organization addressing women's homelessness in King County.](#) Not just managing crisis but creating lasting stability for women.

In 2025, we served 507 women and housed 119. But systemic poverty and racism continue pushing women into homelessness; and waitlists for affordable housing stretch five to six years. We have the knowledge and the foundation – now we need stability and scale.

Here's what we've learned: [Stability changes everything.](#)

When a woman has stability – a safe place to sleep, consistent support, a pathway forward – she can heal and rebuild her life. And when our organization has stability – sustainable funding, committed staff, strong partnerships – we can build solutions that don't just manage homelessness, but actually address it.

That's the vision behind our 2030 Strategic Plan. [Because every woman deserves a place to call home.](#)

With gratitude and hope,

The Sophia Way Team
March 2026



When Rosa first connected with us, she had already been living in her car for several months. Despite the instability of homelessness, she showed incredible determination – holding onto her job while living each day without a safe place to sleep.

Moving into Helen's Place changed that. More than shelter, it provided stability, connection, and consistent access to a dedicated case manager – key pillars of The Sophia Way's approach to helping women rebuild their lives.

That stability changed everything. Rosa could finally focus on her future. Today, she is actively working toward permanent housing and feels confident she can afford her own apartment.

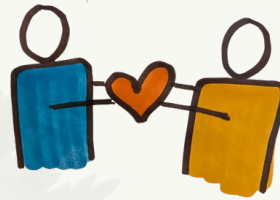
Rosa's story reflects what we see every day: [when women experience stability, healing begins.](#)

2030 Strategic Plan: *Stability Changes Everything*

By 2030, The Sophia Way will deliver a comprehensive system that moves women from crisis to lasting stability — not just managing experiences of homelessness, but addressing it. Our plan centers on four connected strategies, each essential to create stability that lasts.

TRANSFORMATIVE CARE

Building pathways from crisis to long-term stability.



The Opportunity

Emergency shelter saves lives but doesn't address barriers to housing. Women need comprehensive, trauma-informed support and a clear pathway to housing.

Our Path Forward

We will expand supportive housing with wraparound services — proving that when we invest in stability, women thrive.

Our Strategic Response

- Expand long-term housing capacity and support, providing safe, stable homes and services that help women stay housed.
- Build a thriving alumni community, leveraging peer support to help women stabilize.
- Deliver a replicable model, training other agencies to extend impact throughout the Eastside.

By 2030, 85% of women we house will remain stably housed two years later.
Because stability isn't just about getting housed, it's about staying housed.

COMMUNITY PARTNERSHIPS

Multiplying impact through collaboration.



The Opportunity

Addressing homelessness requires collaboration across nonprofits, government, housing partners, businesses, and individuals who refuse to accept that women in our community are unhoused.

Our Path Forward

We will deepen partnerships, activate ambassador networks, and amplify our voice as leaders in addressing women's homelessness.

Our Strategic Response

- Deepen and expand strategic partnerships, cultivating cross-sector collaborations.
- Activate an ambassador network, empowering supporters to expand our reach.
- Increase visibility and influence, ensuring our voice reaches those who can help and those who need help.

Together, we're powerful. When we invest together, transformation multiplies.

EMPLOYEE EXPERIENCE

Investing in the people who make transformation possible.



The Opportunity

Our staff provide compassionate, trauma-informed care in demanding environments. This critical work requires people who are supported and fairly compensated.

Our Path Forward

By 2030, we will be recognized as a best-in-class employer in human services, offering competitive compensation, clear career paths, and exceptional training.

Our Strategic Response

- ▲ Create career advancement pathways.
- ▲ Launch comprehensive skills-based training.
- ▲ Cultivate an innovative, collaborative leadership culture.

When our team has stability – fair pay, professional development, supportive leadership – they can give women what they need most: consistent, compassionate care.

FINANCIAL SUSTAINABILITY

Growing the foundation for lasting impact.



The Opportunity

Bold solutions require substantial investment.

Our Path Forward

We will build lasting partnerships with donors investing in solutions that work – diversifying revenue and stabilizing core infrastructure that ensures stability for decades.

Our Strategic Response

- ▲ Cultivate deep donor partnerships.
- ▲ Develop new revenue streams through earned income opportunities.
- ▲ Build organizational resilience, scaling our supporter network and building long-term capacity.

By 2030, we'll have the financial stability to weather uncertainty and scale our model.

Join Us in Building Stability

The next five years will determine whether we continue managing homelessness or address it. But we cannot do this work alone.

We're inviting you to be part of the solution: Invest in our mission that creates lasting stability. Partner with us to scale proven care and transitional housing. Champion our mission as an ambassador. Walk alongside women on their journey home.

Every woman deserves a place to call home. Together, we can make that vision a reality.



The Sophia Way is a place of hope and change for women experiencing homelessness.

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