

STRATEGIC PLAN

2025-2026



OUR MISSION

Provide Sober, Secular, and Self-Empowering recovery pathways.

OUR VISION

Global leaders in positive recovery support.

CORE CONCEPTS

LifeRing Secular Recovery celebrates the diversity of recovery experiences. We believe individuals possess the power to achieve lasting sobriety through personalized, self-empowered programs. Our recovery community offers nonjudgmental support resources where individuals can connect and strengthen their unique paths to freedom from drugs and alcohol.



Sobriety

Sobriety means abstinence from alcohol and other addictive drugs, unless medically indicated and taken as prescribed. LifeRing views medication-assisted recovery as a decision made between patients and their treatment provider.

Secularity

We welcome people of all faiths and none. Out of respect for all people, our meetings are conducted in a secular manner, and we do not use prayer or any other religious practice.

Self-Empowerment

Recovery is based on self-empowerment, motivation, and individual efforts. Each person decides what works and builds their sobriety upon that foundation.

In our meetings we share, listen, and encourage.

We focus on the challenges and successes of the past week and plans for tackling the week ahead. Through supportive dialog, we learn and gain strength from each other.

LifeRing meetings and support resources emphasize the positive, practical present day to build hope and resolve. We respectfully embrace what works for each individual. We treat everyone with respect and we value all paths to sobriety.

At the core of every LifeRing meeting are meaningful connections and open dialogue. We encourage feedback to help members identify and reinforce solutions and opportunities for the continuous development of their personal recovery plans.

STRATEGIC OBJECTIVES

The LifeRing Board of Directors has identified the following four strategic objectives as focus areas for 2025-2026:

- Increase Engagement
- Increase Brand Awareness
- Optimize Operations
- Fund Our Mission

■ Increase Engagement

LifeRing boasts a wealth of talent and fosters opportunities at all levels. We must prioritize empowering committed individuals to actively lead and shape our community, sustainable growth, and the realization of our vision.

- Determine current resources and level of engagement, develop additional skills and abilities, while promoting diversity and systemic inclusion.
- Inspire stakeholders through connection and shared purpose strengthening both individual recovery and LifeRing's growth.
- Evolve Board of Directors culture to inspire deeper involvement with commitment to and understanding of organization oversight.
- Provide support, guidance, and tools necessary for volunteers to feel successful and appreciated.

■ Increase Brand Awareness

LifeRing is increasingly recognized as an accessible recovery resource. To expand our reach, we must proactively promote our core strengths and capacities to achieve greater visibility within the broader recovery ecosystem.

- Promote a general understanding of secularity as a critical choice for self-directed recovery.
- Develop outreach programs to advance connectivity and collaboration with diverse populations while embracing culture, sensitivity and inclusivity.
- Connect with healthcare providers and treatment professionals recognized for supporting self-direction of and multiple pathways to recovery, resulting in deepened relationships that increase patient referrals and broaden the LifeRing footprint.
- Cultivate public trust so that friends and family actively and enthusiastically support LifeRing recovery.

■ Optimize Operations

LifeRing must further enhance operational efficiency and adaptability to ensure sustainable growth and effective response to dynamic needs.

- Establish uniform operational practices that are easily implemented and shared within the community.
- Attract a diverse pool of talent whose individual strengths and potential can be tapped as we enhance operational excellence.
- Expand onboarding and guidance for conveners, volunteers, and new board members.
- Strengthen resources to successfully meet unforeseen challenges and ensure accessibility.

■ Fund Our Mission

Realizing our organizational goals and aspirations are dependent on sufficient, reliable revenue, LifeRing must secure sustainable financial growth through diversified funding streams, while maintaining transparent and responsible fiscal stewardship.

- Leverage our comprehensive financial operations framework and budgeting standards to ensure long-term financial sustainability and accountability.
- Diversify revenue streams by identifying and securing new external sources of ad hoc and recurring revenue.
- Maximize revenue generation from meetings and membership by providing exceptional support and executing effective promotional strategies.
- Ensure financial transparency for all stakeholders through monthly financial statements and annual organizational health presentations.