

Jako doma – Homelike, o.p.s. and Process Building Strategies

The organization supports homeless women through partnership, participation, empowerment and the creation of a safe, gender-sensitive environment.

The project **Silnější Jako doma – silnější podpora pro Romky v sociální tísní** focuses on starting the development of strategic, financial and PR areas with an emphasis on strengthening the long-term sustainability of the organization. The project ran from 1 July 2023 to 31 December 2024.

Although the organization is not focused on Roma women or considered a Roma organization, **the majority of clients in its community center are women of Roma origin**. As a result, the project naturally supported the infrastructure for services used by these women, even though ethnicity was not the organization's main focus.

Key project activities:

- Setting the vision and goals of the organization
- Strategy for achieving the vision and goals of the organization
- Financial stabilization of the Kuchařky bez domova (Homeless Cooks) project
- PR strategy of the organization

MAIN FINDINGS

BENEFITS OF THE PROJECT:

Strategic planning helped solidify the organization's vision and values.

Working groups were formed for PR, finance, and strategy. The first strategic meeting highlighted the benefits of smaller teams, leading to plans for regular strategic meetings to support sustainable development.

The project **stabilized funding for the Kuchařky bez domova** (Homeless Cooks), who were the most financially vulnerable. Through the creation of a financial task force, support from a specialist and fundraising training, the organization set up **sustainable financial processes** and strengthened its stability.

The project **strengthened strategic communication and PR**, which were previously not a priority.

A Communication working group unified the visual identity and created a publication plan to streamline public communication.

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Before the project, it had never happened that the entire organization focused strategically on itself for an extended period. The project made this possible.

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(Author of the project)



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LONG-TERM BENEFITS FOR THE ORGANISATION

The project **increased financial literacy and employees' responsibility for the organization's financial stability**. It also contributed to **better team integration, particularly the Homeless Cooks** (Kuchařky bez domova), who are now more connected to the organization and strengthening their sense of belonging.

IMPLEMENTATION EXPERIENCE

The project helped the organization **manage rapid growth** associated with COVID-19 measures and the registration of social services. It also **strengthened strategic and financial processes**, and despite the delayed grant approval, contributed to more **sustainable financing**.

A specific benefit of the project is the **strengthening of the organization's low-threshold and respectful approach** to disadvantaged women, including Roma and LGBT+ clients.

PRINCIPLES FOR A STRONGER ORGANIZATION

Strategic management and team participation

Financial stability and sustainability

Strengthening PR and public image

Maintaining a safe environment for clients

Team development and knowledge transfer



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For our sustainability – not only financial but also strategic – it is important that the project has truly launched and strengthened the processes we had talked about for a long time. These processes contribute to making the organization more stable on multiple levels. By stabilizing them, we are becoming more independent – even if key people leave, the experience and setup within the organization remain.

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(Author of the project on internal processes)



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