



The Aphasia Center of California

2026 – 2028 Strategic Plan

www.AphasiaCenter.org

A photograph of several blue ceramic mugs. The mug in the foreground is in sharp focus and has the text "got aphasia?" printed on it in a white, lowercase, sans-serif font. Other mugs are visible in the background, slightly out of focus. The background of the photo shows a blurred outdoor setting with greenery.

got aphasia?

Mission

Rebuilding Communication.
Transforming lives.

The Aphasia Center of California's mission is to improve communication, quality of life, and overall well-being for individuals and families affected by aphasia.



History

The Aphasia Center of California (ACC), founded in 1996 by Dr. Roberta J. Elman, was the first independent nonprofit in the U.S. dedicated to providing direct services for people with aphasia.

Our programs follow the Life Participation Approach to Aphasia (LPAA), which focuses on the whole person — not just their language abilities.

Group support and communication strategies help members rebuild their lives and rejoin their communities.



Our Services

We provide 18 groups on a weekly/bi-weekly basis including:

- Conversation
- Young stroke survivor
- Primary progressive aphasia
- Care partner
- Book club
- Music
- Mindfulness & Movement

In 2024, we provided 601 online groups to 150 individuals with aphasia and their care partners, accounting for **over 4,000 hours** of group time!



Plan Overview

Our strategic plan focuses on building a strong, sustainable future so our programs, people, and community can continue to thrive.

This plan builds long-term sustainability by strengthening fundraising and public awareness, growing and refining our programs, reinforcing strong governance, and investing in the people who make our work possible.

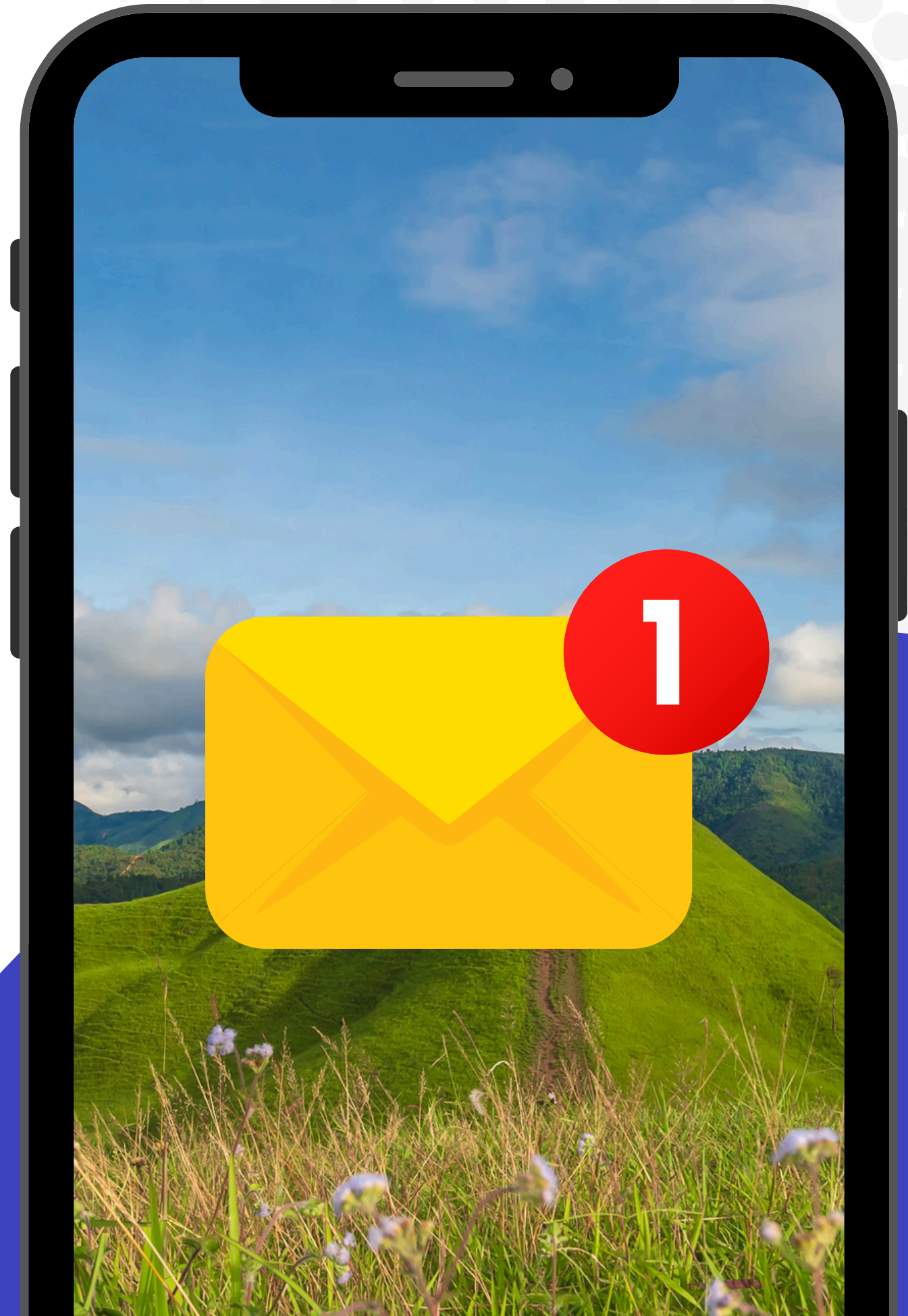


Strategic Priority #1

Fundraising & Public Relations

Overview:

The organization will strengthen its fundraising efforts by cultivating corporate and business partnerships, expanding private funding sources, and growing its donor base through a structured donor-management program. We will increase visibility with consistent outreach, targeted marketing, and more active social media and community engagement. Using strong data and client outcomes, we'll refine our value proposition to clearly demonstrate the impact and alignment of our mission and programs. Finally, we'll build internal fundraising capacity with a year-round development strategy to ensure sustainable growth.





Strategic Priority #2

Programs Development

Overview:

The organization will expand awareness of aphasia and ACC services by strengthening outreach to senior centers, advocacy groups, and other community referral sources. We will build strategic partnerships with universities and hospitals to support research, student involvement, and potential space for in-person programming, beginning in the Bay Area and scaling over time. To ensure our services truly meet community needs, we'll regularly assess both broader demand and feedback from current members, involving people with aphasia directly in program planning, evaluation, and outreach. Additionally, we will coordinate with other LPAA organizations to pursue shared opportunities in fundraising, grants, and research.

Strategic Priority #3

Governance/Board of Directors

Overview:

The organization will strengthen its Board by recruiting members whose diverse backgrounds, expertise, and lived experiences reflect the community and fill key skill gaps in areas such as legal, HR, fundraising, technology, and advocacy. We will formalize Board structures—including clear roles, expectations, evaluations, and subcommittees—to improve accountability and effectiveness. Ongoing training, particularly in fundraising, will build Board capacity, while improved communication and connection between Board and staff will foster stronger collaboration. Together, these efforts will enhance the Board's ability to support the organization's growth and impact.



Strategic Priority #4

Human Resources & Staffing

Overview:

The organization will build a flexible and scalable staffing model by combining full- and part-time roles, establishing minimum weekly hours, and integrating interns or clinical fellows to support program delivery and appropriate administrative tasks. We will prioritize hiring staff who bring added value—such as bilingual or bicultural expertise, specialized clinical skills, or the ability to provide CEU-eligible trainings—and consider roles that broaden our capacity in areas like mental health. We'll also assess staff interest in contributing to fundraising, outreach, advocacy, research, and other agency needs. To support professional growth and high-quality services, we will maintain a dedicated training budget for staff.



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