Priority 1: Advance a distinct, effective approach to developing sustainability for low-income individuals and families on the South Mississippi Gulf Coast.

Develop staffing – including staff development and new staff positions – to meet the urgent needs of the poor and marginalized and help individuals and families towards long-term sustainability.

Develop and implement a centralized client-care data system, including intake, tracking, and follow-up.

Develop and implement a centralized method for tracking program outcomes and impacts.

Adopt evidence-based approaches to client accountability.

Develop client education and empowerment programs (e.g., homeowner education, financial education, Bridges Out of Poverty, etc.)

Priority 2: Position ourselves as a nationally recognized organization and authority on poverty, development, and related issues

Develop partnerships in the United Church of Christ to export Mission programs to congregations and other entities that serve a similar constituency.

Develop brand awareness and strengthen partnerships on the South Mississippi Gulf Coast.

Priority 3: Ensure the sustainability of the Mission for future generations.

Increase funding to a level appropriate to realize these strategic priorities.

Invest in the space necessary for these strategic priorities.

Invest in the technology infrastructure necessary for these strategic priorities.

Increase local funding.