2020 Strategic Plan

The My Stuff Bags Program, providing duffels of new belongings to children nationwide rescued from abuse, domestic violence, homelessness and neglect and entering crisis shelters with nothing of their own, should remain our sole program and focus. To our knowledge, no other nonprofit provides rescued children with personal necessities on a consistent, high quality and geographically widespread basis. Our innovative approach is to have My Stuff Bags filled by volunteers with new, mostly donated rather than purchased items, making them special, creative and the product of many caring hands across the country.

Hundreds of thousands of children must be rescued each year from horrific situations. Due to this enormous need, we will continue providing My Stuff Bags to children nationwide, 15,000 to 20,000 per year, and will sustain the Program through the activities listed below. Our strategy includes increased distribution if larger amounts of cash funding are received to support the program.

Implementation of our current strategy includes the following:

1. Continue and expand fundraising efforts.

   The My Stuff Bags Foundation will continue to fundraise for cash funding through diverse channels such as online solicitations, direct mail, social media, and other creative outlets such as benefit events and fundraisers.

2. Soliciting large-scale donation of in-kind through our “Big Stuff Donor Program.”

   My Stuff Bags currently petitions and receives many large donations of products pertinent to a Bag. Companies such as Simply Fun, Educational Insights and PetSmart and foundations such as Delivering Goods, Happy Factory, Molina Book Foundation and community organizations such as Assistance League and Rotary provide large quantities of essential items for the Bags. We aim to increase solicitations for in-kind donations to more manufacturers, corporations, and community organizations to help us deliver critical items for children in need.

3. Corporate Events Program.

   My Stuff Bags will continue our consistent outreach to corporations with offers to provide “charitable opportunities” for employee engagement, be it on-site at our Volunteer Center, or off-site employee activities through which employees raise funds and/or do collections of new items for the children. Several businesses are now requiring employees participate in charitable activities and because of our long-standing relationships with several corporations we have experienced an increase in inquiries for group volunteer events at our Volunteer Center. A section of our website is dedicated to providing information and guidelines for these events. In addition, we will launch a marketing effort to involve new local corporations.

4. Matching Donations Program:

   More and more companies are offering to match employee cash contributions or employee volunteer hours to encourage public service. We are developing an active program to reach out to these companies to be listed for employees.
5. Website Improvements

We are currently researching different website services to help with areas such as Search Engine Optimization, social media integration, and website traffic analyzation to better enhance our visibility on the internet. Other improvements to the website include increasing posts on our blog and current events sections.

6. Volunteer Program
My Stuff Bags is fortunate for its ever expanding volunteer force of individuals of all walks of life. Having a large volunteer force allows us to keep a small staff, so that funding for our program is focused on Bag distribution. We will continue our volunteer recruitment through increased participation at “Volunteer Fairs” and keep expanding our outreach to Community Organizations and schools.

7. Email Marketing

We strive to improve our use of email marketing with platforms such as Constant Contact. Our goal is to enhance our ability to capture email addresses and grow our use of email marketing campaigns.

8. Social Media Outreach.
My Stuff Bags intends to continue our engagement and solicitation of social media followers. We aim to provide education and outreach on areas pertinent to My Stuff Bags such as foster care, domestic violence, and children’s advocacy.

9. Board of Directors.
The My Stuff Bags Foundation intends to add Board Members who can bring new expertise and additional awareness of our Program. My Stuff Bags values a diverse range of individuals with both personal and professional knowledge to enrich our leadership.

10. Grant Program
Our steady recurring grantors have been key to our success at obtaining the funding necessary to cover some of the direct program costs for the Program. We will continue to research and reach out to new potential grantors interested in funding programs that help children in crisis, particularly those that affect social determinants of health, mental health, domestic violence, and foster care.