

## **Furnishing Dignity Top Initiatives (2021)**

### **1. To increase operational capacity and infrastructure.**

- Document, Review, and Re Evaluate Processes
- Secure 10,000 sq ft subsidized warehouse
  - Develop key relationships in real estate.
- Hire PT Warehouse Team Member
- West Valley Expansion
  - Review MOU
  - Review Existing Referral Partners
  - Identify and Onboard Referral Partners

### **2. To develop a robust, diverse, and engaged board of directors.**

- Recruit to fill an 11 person board
  - Recruit Marketing Professional
  - Recruit Former Client
  - Recruit Partner Organization Member
  - Recruit Ethnically Diverse Board Member
  - Recruit West Valley Expansion
- 100% Adherence to Board Commitment

### **3. To build brand awareness via comprehensive marketing plan with measurable outcomes.**

- Developing marketing plan
  - Increase PR + Awareness
  - Social Media

### **4. To diversify revenue to create organizational sustainability.**

- Review revenue sources and ROI

- Execute 2021 fundraising plan