



# THE VISION/TRACTION ORGANIZER™

Joppa Leadership Team

Joppa

## VISION

		3-YEAR PICTURE
<b>CORE VALUES</b>	<ol style="list-style-type: none"> <li>1. Demonstrate unconditional love</li> <li>2. Be service-oriented</li> <li>3. Meet unmet needs</li> <li>4. Strive to provide excellence</li> <li>5. Collaborate to maximize impact</li> <li>6. Give God the glory</li> </ol>	<p><b>Future Date:</b> 12-31-2023  <b>Revenue:</b> \$2.5 Million  <b>Measurables:</b> 370 People Helped Off The Streets</p> <p><u>What does it look like?</u></p> <ul style="list-style-type: none"> <li>• \$2.5 million budget</li> <li>• Two thrift stores are supporting Joppa</li> <li>• 300 people helped off the streets via 3rd-party housing</li> <li>• 20 Joppa Cottage Home rental units occupied</li> <li>• One Joppa Tiny Home Village fully occupied</li> <li>• Offer at least one program in one additional city in Iowa</li> <li>• Offer the Joppa KIDS Education Program nationwide</li> <li>• Establish Joppa as a national thought leader</li> </ul>
<b>CORE FOCUS</b>	<p><b>Our Mission:</b> To create communities of unconditional love, support, and hope for the homeless, as we work together to prevent and ultimately end homelessness.</p> <p><b>Our Niche:</b> Joppa helps homeless people survive, find housing, and rebuild their lives. We collaborate with community partners, help people experiencing homeless access existing resources, and mobilize private donations from families, churches, and organizations to meet unmet needs in homeless services, housing, and education.</p>	
<b>10YR TARGET: 1/1/30</b>	<ol style="list-style-type: none"> <li>1. Outreach: Provide at least 1 program to homeless people in 3 metro areas including DM</li> <li>2. Housing: 50 Joppa Rental Units + 1 Tiny Home Village completed and more under development</li> <li>3. Education: At least 1 school in every state is using the Joppa KIDS Education Program</li> <li>4. Finance: 3 revenue sources – 50%+ business generated; 45% donations; 5% endowment interest</li> </ol>	