



Strategic Plan- 2021-2023

Mission: **To equip and empower homeless, female-headed households to achieve and maintain self-sufficiency.**

Goals	Objectives and Action Steps	Responsibility	Target Date
<p>Goal 1 – To be governed by a Board of Directors that is fully involved in agency planning, fundraising and policy development.</p> <p>Decision: Only recruit Board members with the following skill-sets:</p> <ul style="list-style-type: none"> • Grant writing • Business Development • Remodeling/building • Nonprofit finance/accounting • Marketing/Events/PR 	<p>1 – Board members will conduct an annual assessment of their individual and collective effectiveness in governing all aspects of NATASHA House. Use the outcome of the assessment to identify needed resources, skills and expertise to most effectively assist in supporting the agency and the Executive Director. As vacancies occur and/or if the size of the Board is increased, recruit new Board members with the resources, skills and expertise to meet the identified needs.</p> <p>2 – Review the committee structure and consider whether the size of the current Board is sufficient to staff the standing and ad hoc committees’ necessary to effectively govern NATASHA House.</p> <p>3 - Develop strategies to promote communication and interaction within the Board and among Board and Staff, including an annual retreat.</p> <p>4 – Increase the Board members’ understanding of the issues of the program and the families who participate by developing planned opportunities for communication between Board and Residents.</p> <p>5 – Establish an annual action plan of tasks that will support and carry out the goals and strategies of the Strategic Plan.</p> <p>6 – Begin to explore and develop a plan for future growth within the agency, focusing on the impact of growth on staffing, financial resources, the current structure and local government bodies.</p>	<p>DREaM Committee & Board</p> <p>Personnel Committee & Board</p> <p>DREaM Committee & Board</p> <p>Personnel Committee & Board</p> <p>Board</p> <p>Board</p> <p>Board</p>	<p>Annual & Ongoing</p> <p>Ongoing</p> <p>Annual & Ongoing</p> <p>Ongoing & As needed</p> <p>Annually</p> <p>Ongoing</p>

<p>Goal 2 – Maintain a Transitional Housing Program that continues to provide homeless women with the experiences and tools to become independent and live self-sustaining lives in the community. Strategies to achieve:</p>	<p>1 – Conduct an analysis of the administrative activities and responsibilities of the program to determine current staffing deficits. When completed, determine whether the activities and responsibilities will need to be filled by paid staff and/or skilled volunteers.</p> <p>2 – In order to continue a successful program in which participants achieve self-sufficiency, develop a short-term plan to fill critical positions within the agency, using trained volunteers and paid staff.</p> <p>3 – Conduct an annual “staff recognition” activity.</p> <p>4 – Continue to network with nonprofit service providers to develop partnerships with agencies that can provide services that will assist NATASHA House residents in attaining the tools needed to become self-sufficient.</p>	<p>ED, Staff, & Board</p> <p>ED, Personnel, & Finance Com</p> <p>ED & Board</p> <p>ED & Board</p>	<p>Annually</p> <p>Annually & Ongoing</p> <p>Ongoing & Annually</p> <p>Ongoing</p>
<p>Goal 3 – Maintain a program that is fiscally sound and in a stable position allowing for managed growth in the current program, future initiatives, and that is sustainable over time. Strategies to achieve:</p>	<p>1 - Increase donations by developing new, younger donor prospects while engaging current donors.</p> <p>2. Develop a “Capital Campaign” to raise \$1 mil</p> <p>3. Develop a “Planned Giving” campaign.</p> <p>4. Explore and identify grant opportunities whose giving missions align with the mission of NATASHA House.</p>	<p>DREaM Committee & Board</p> <p>Board</p> <p>Board</p> <p>Board</p>	<p>Ongoing & Annually</p> <p>Jan 2020</p> <p>Ongoing</p>

<p>Goal 4 – Continue to engage, inform, and involve the Community in the purpose and work of NATASHA House. Strategies to achieve:</p>	<p>1 - Identify businesses on the Peninsula whose purpose, mission and values align with those of NATASHA House.</p> <p>2 - Develop a plan to provide community businesses with information about NATASHA House, Inc’s purpose, successful outcomes of program participants, and the impact of the program on the Peninsula.</p> <p>3 – Develop a list of specific opportunities for businesses to partner with NATASHA House, Inc to further the achievement of its purpose and the continued success of the program and its participants.</p> <p>4 – Continue to involve faith communities and educational institutions in the purpose and work of NATASHA House, Inc.</p>	<p>Board</p> <p>Board</p> <p>Board</p> <p>Board</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
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This Strategic Plan has been reviewed by the members of the Board of Directors and approved on Jan 23, 2021. It will be entered into permanent record and reviewed and updated as necessary at the **last** meeting each subsequent year’s Board of Directors Retreat meeting. It can be amended prior to the next January Retreat meeting with a majority vote of the members of the Board.



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