



New Futures Strategic Plan



Core Values

- T**ogether
- O**vercome
- G**row
- E**mpower
- T**ransparent
- H**onest
- E**ducation
- R**esourceful

Vision

Keeping homeless families together while helping them establish a solid foundation of self-sufficiency.

Mission

Transforming the lives of homeless families through shelter, advocacy, and resources.

Community Engagement

- Kite Festival
- Mad Owls Halloween
- Cafe Back to School EXPO
- Community Housing
- Development EXPO
- Community Yard Sale
- Non-Profit Community Lipsync Battle

How We Measure Success

- Increase income by 10% each year
- Yearly performance reviews
- Families gaining jobs
- Families achieving independent living

Strengths

- Keep ALL family compositions together
- Take single fathers with children
- Keep boys 13 and up with their families

Goals

- Add more employees
- Purchase our own property
- Develop a social event
- Raise more Awareness

Fundraising and Marketing

- 1000X10X1 Donors
- 100X100 Churches
- Facebook Fundraiser
- Telethon

Weaknesses

- Not enough employees
- Not enough volunteers