

Strategic Plan: North Fulton Community Charities, 2021-2023

Purpose: Provide opportunities for the whole community to thrive.



GOALS:	<i>Create exceptional standard of services for multiple programs reflecting a client centered approach</i>	<i>Maintain/ Increase sustainable constant revenue stream to support agency growth</i>	<i>Leverage technology for effectiveness and efficiency (data driven decisions)</i>	<i>Be the preferred non-profit of choice - to work, volunteer, and support in the community</i>	<i>Increase engagement of entire community</i>
Strategies:	<ul style="list-style-type: none"> • Adjust protocols, policies and practices to a ONE PRGRAM to meet client needs. • Develop opportunities to elevate assistance to relational with exceptional wrap-around services • Strengthen food, clothing, housing support, education, work force development and financial support programs • Create and maintain strong partnerships for referrals. (Interagency) • Add a Program Committee to existing standing Board Committees, • Establish measurable goals expectations 	<ul style="list-style-type: none"> • Develop diversified giving programs to reach a broader community • Improve corporate and civic engagement • Increase Thrift Shop Revenue • Improve Donor and Shopper Experience • Ensure transparency of finances and high ratings from outside agencies 	<ul style="list-style-type: none"> • Increase NFCC’s technology assets • Improve NFCC’s use of technology assets • Leverage CRM software • Provide on-going technology training 	<ul style="list-style-type: none"> • Recruit diversified staff, board members, and volunteers • Create staff development and succession plans to ensure staff has skills, knowledge, and ability • Invest in HR systems to provide support and consistency for staff • Attract and train volunteers to support the requirements of the agency • Create ongoing assessment of capital assets and replacement schedule 	<ul style="list-style-type: none"> • Create diverse approach for messaging/ marketing programs to engage the community • Leverage NFCC groups – (Advisory, Ambassadors, Emerging Leaders, etc.) for community support • Create Volunteer Opportunities for new groups and individuals. • Continue to advocate with community leaders to address housing, transportation, healthcare/ mental needs and other barriers preventing families financial stability • Leverage Poverty Simulations and investigate other ways to encourage community advocacy.

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12 month goals	<ul style="list-style-type: none"> • Implement Staff Training • Create new client education curriculum (NFCC, Poverty, & Program) • Create tools for client progress/engagement to measure impact • Implement scheduling program • Collaborate and connect services to ONE program across two welcome centers/ lobbies • Establish a Program Committee. • Enhance and lead Interagency • Create client feedback program • Establish Client Committee • Investigate transportation support for food 	<ul style="list-style-type: none"> • Income Stability/ Growth w/ Donor Retention >40% • Sales Growth for Store 10% (2020 \$836,784)/ \$100K/ per month • Create Mystery Shopper Program for Customer Service • Increase participation in Clothing Program (2019 1,147 HH/ HH Assistance CCY) • Increase recurring volunteers in Thrift/ Donor Areas • Upgrade POS • Investigate other income stream for Thrift Store 	<ul style="list-style-type: none"> • Arrange technology replacement and emergency plan • Evaluate Salesforce to improve use of CRM for Development, Assistance, & Volunteers • Support and assist training for technology and data accuracy • Engage Civil Engineering Firm for Capital Reserve Study 	<ul style="list-style-type: none"> • Create clear roles and expectations with job descriptions for all • Annual Staff, Board, Volunteer diversity assessment • Ensure staff job development plans in place • Complete/ Update Employee Policy Handbook • Improve Employee Communication 	<ul style="list-style-type: none"> • Create targeting messaging for social media • Rebranding of NFCC to support Purpose and Mission • Market the Thrift Shop to Community Shoppers • Increase number of addresses/ emails for agency and store • Improve Communication for Client Services (food, financial, clothing, education, holiday) • Deliver Poverty Simulation Virtually and research youth program (Box Project)
Responsible Staff & Committee:	<ul style="list-style-type: none"> • Program Committee • Client Assistance <ul style="list-style-type: none"> ○ Financial ○ Education • Food Program 	<ul style="list-style-type: none"> • Development Committee • Development • Thrift & Donor Operations 	<ul style="list-style-type: none"> • Budget & Finance Committee • Finance & Administration 	<ul style="list-style-type: none"> • Governance Committee • Finance & Administration • Marketing & Communications 	<ul style="list-style-type: none"> • Development Committee • Marketing & Communications • Development <ul style="list-style-type: none"> ○ Volunteers

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Resources Needed:	<ul style="list-style-type: none"> • <i>Support staff and volunteers to allow for expansion</i> • <i>Expanded board engagement</i> • <i>Budgets in line with development for equipment, training etc.</i> 	<ul style="list-style-type: none"> • <i>Support staff for development and volunteers to allow for expansion</i> • <i>Budget and Expenses in line with economic outlook</i> • <i>Funding</i> 	<ul style="list-style-type: none"> • <i>Professional / Company Salesforce review of program</i> • <i>Funding for updates/ upgrades</i> • <i>Funding</i> 	<ul style="list-style-type: none"> • <i>Professional HR/ Talent support (paychex or other)</i> 	<ul style="list-style-type: none"> • <i>Staff support roles filled</i> • <i>Funding</i> • <i>Trained Volunteers/ Ambassadors</i>