Faith in Action Strategic Plan

January 2017

**Mission Statement:**

FIA provides spiritual, physical, and emotional support to seniors 60 years or older and their caregivers to maintain independence, dignity, and improved quality of life. We accomplish this through an interfaith network of volunteers, congregations and community organizations.

**Current State of Resources, Services, and Locations**

As of January 2017, FIA currently serves about 600 care receivers with about 400 volunteers. We provide transportation, shopping assistance, light home/yard maintenance and friendly visits and phone calls, to seniors age 60 or older.

We will track care receiver and volunteer numbers as well as tracking our activity using Ride Scheduler. During 2017, we will look to grow in care-receivers, volunteers, and funding through our initiatives, and will track progress quarterly.

We currently serve the Bloomington Normal area, Towanda, Heyworth and Hudson. Any expansion is dependent on area churches and faith congregations being willing to support the effort.

**FIA Values Statement**

Faith in Action is a faith-based organization whose mission is to provide assistance to the senior community by providing services to help them remain independent and preserve their dignity. Because our volunteers are the heart of our organization, we are proud of our service-oriented values. By articulating these values, we ensure that there is a commitment to service from our volunteers, staff, congregations, and board members.

* Service is our gift and legacy to our community
* Our faith is what compels us to serve
* We respect the dignity, independence, and contributions of seniors to our community
* We respect and honor the diverse traditions of all of our coalition partners
* Making connections and building relationships across generations promotes happiness, independence and an improved quality of life for volunteers and care-receivers.

**Three-Year Strategic Goals:**

1. To have a financial plan in place that earns income throughout the year and will cover all expenses plus 10% per year until a one year reserve is in place. Measured baseline will be financial statements as of 12/31/16.
2. Faith in Action will recruit a sufficient number of new volunteers to serve the care-receivers needs and our organization will be seen as a destination for engaged, committed and diverse volunteers across the community.
3. Recruit an active and involved Board of Directors made up of 15 diverse and well connected individuals who are actively engaged in assignments and activities as defined by standards set for the Board.
4. Create and execute a strong business development plan that includes a plan for controlled growth, funds to support that grown and a robust marketing plan to increase awareness of Faith in Action in the community.
5. Faith in Action leverages community partners to support their mission, including church congregations, local government and the medical and business communities.
6. The Faith in Action operation is fully staffed with individuals competent to carry out the mission of the organization. The operations staff is supported by adequate space and technology needs to execute on the mission.

**2017 Committee Rosters and Objectives**

*Community Support*

* Susan Real
* Elaine Shung
* Laura Furlong

1. Reach out to religious organizations for more volunteers and potential financial resource
   1. Review list of the organizations we already have and the liaison program
   2. Add new religious organizations
   3. Prioritize the list of organizations
   4. Recommend how to improve the relationship
2. Reach out to businesses and universities for more volunteers.
3. Target: State Farm, Country Financial, ISU and IWU.
4. Present to potential retirees about FIA and how they can help
5. Reach out to medical community for more care receivers and potential financial resource.
6. Target practices that cater to senior issues: Gailey, Ortho, Cardiology, Hearing, and Pain.

*Fund Development*

* Sandy Holcomb
* Valerie Hawkins
* Deb Smith

1. Develop a cadence of fundraising events and opportunities to create a steady flow of incoming funds throughout the year by March 14, 2017.

2. Implement a $250 suggested donation amount on the Board member agreement form, and execute agreements by end of 2017 for all Board members.

3. Provide fund development training for FIA staff, Board members and the Fund Development Committee by October 2017.

4. Establish a level of giving program by end of 2017 to increase donors' propensity to give, and ultimately increase annual donations.

5. Increase planned giving donations by the end of 2017, by partnering with a financial adviser to be a planned giving resource and potentially join the fund development committee.

6. Meet with the Community Partnership committee three times per year to find fundraising opportunities in churches and businesses.

*Planned Growth*

* Vicki Walsh
* Bob Hillmer
* Scott Ulbrich

1. Provide Director and Board of Directors tools to support initiatives of Board Committees by March 14, 2017.
2. Quantify current operations and use this to project growth (fundraising, number of volunteers, number of care receivers, number of staff, operational expenses).
3. Determine and track external influences.
4. Identify dynamics of inflow, current mix, and outflow of staff, volunteers, care receivers, funding, expenses, and demographics.

*Marketing*

* Karen Noel
* Eric Alvin

The Marketing Committee will act a consultant to staff and other committees for marketing-related assistance and questions. Timeline: Ongoing

2. Assist staff in improving contacts/relationships with area media. Tactic: Eric will share BroMenn’s media list with Doretta. Timeline: Q1

3. Improve digital experience for FIA constituents, including existing &amp; prospective volunteers, donors and care receivers. Tactics: Work with staff to evaluate and potentially redesign FIA website. Explore methods of obtaining redesign work gratis or at low cost. Timeline: Evaluation complete by end of Q1; redesign work complete by end of Q2.

4. Improve communication to consumers on innovative ways they can support FIA requiring very little effort. Tactic: Create business or wallet-size card with info on Kroger and AmazonSmile donation methods. Timeline: Q1

5. Build on logo redesign to help establish a consistent and recognizable look, feel and identity for FIA. Tactic: Work with staff to create brand guidelines and graphic standards. Explore methods of obtaining assistance gratis or at low cost. Timeline: Complete by end of Q3

*Volunteer Committee*

* Colleen Rice
* Aggie Hedin
* Sandy Holcomb

1. Ask 1 outside individual to join our volunteer committee (each)
2. Meet with Jessica to learn about her role as volunteer coordinator (mid/late February)
3. Committee members attend orientation
4. Review list of volunteers and analyze (April is National Volunteer Month)
   1. Create plan to reach out
      1. Active
      2. Dormant
5. Focus on church partnerships (meet with Community Support Committee)
   1. Renew and develop
   2. Review liaison program

We plan to begin this process with Jessica immediately following the February 11 event. April is National Volunteer Month – we would like to have our list of volunteers (#4) analyzed by this month so that we can recognize and reward them. The Volunteer Committee also plans to meet with the Community Support Committee and brainstorm ideas of how to work with church partnerships, etc.