

Strategic Plan for Sanctuary at Homestead, 2023-2024



Introduction:

Sanctuary at Homestead (SaH) is a non-profit organization founded in August 2022, with a mission to serve the members of the community seeking aid by providing food, knowledge, and tabletop gaming. The organization's vision is to create a better world, one where every member of the community thrives. SaH has been making a positive impact in the community since its inception, with a strong presence at major events and successful execution of projects like the Sustainable Food Project and Holiday Hope Boxes. This strategic plan outlines the key priorities and actions that SaH will take in 2023-2024 to further its mission and vision.

Mission:

To serve the members of our community seeking aid by providing food, knowledge, and tabletop gaming. Our motto, UT Prosim, meaning That I May Serve, reflects our unwavering commitment to make a positive impact in the lives of others.

Vision:

To create a better world, one where every member of the community can thrive.

Goals:

To increase the number of people served by SaH.

To expand the organization's reach and impact in the community.

To increase SaH's fundraising efforts.

To improve the organization's operational efficiency.

Strategies:

Increase the number of people served by SaH.

- Expand the Sustainable Food Project to reach more people.
- Develop partnerships with local farmers' markets and grocery stores to increase the knowledge and accessibility of fresh produce to those in need.
- Increase the number of volunteers involved in SaH's projects and events.

- Develop a mentorship program to help those in need with life skills such as planting and growing their own food.

Expand the organization's reach and impact in the community.

- Develop a marketing and public relations plan to increase awareness of SaH and its mission.
- Increase the number of SaH's social media platforms to reach a wider audience.
- Establish relationships with other community organizations to collaborate on projects and events.
- Increase SaH's presence at major events and conventions.

Increase SaH's fundraising efforts.

- Develop a comprehensive fundraising plan that includes individual donations, corporate sponsorships, and grants.
- Explore new fundraising opportunities, such as crowdfunding campaigns, fundraising events, and merchandise sales.
- Build relationships with local businesses and corporations to secure sponsorships and partnerships.

Improve the organization's operational efficiency.

- Develop a comprehensive volunteer management system to streamline volunteer recruitment and scheduling.
- Implement a project management system to track and manage SaH's projects and events.
- Develop a financial management system to track income and expenses and ensure financial accountability.
- Develop a succession plan to ensure a smooth transition of leadership and management.

Action Plan:

Increase the number of people served by SaH.

- Expand the Sustainable Food Project by partnering with local farmers' markets and grocery stores to distribute fresh produce to those in need.
- Develop a mentorship program to help those in need with life skills such as job training, financial management, and personal development.
- Recruit and train more volunteers to assist with SaH's projects and events.

Expand the organization's reach and impact in the community.

- Develop a marketing and public relations plan to increase awareness of SaH and its mission, including increasing the number of social media platforms.

- Establish relationships with other community organizations to collaborate on projects and events.
- Contact and establish relationship with community leaders and communities such as low income apartments and mobile home parks.
- Increase SaH's presence at major events and conventions.

Increase SaH's fundraising efforts.

- Develop a comprehensive fundraising plan that includes individual donations, corporate sponsorships, and grants.
- Explore new fundraising opportunities, such as crowdfunding campaigns, fundraising events, and merchandise sales.
- Build relationships with local businesses and corporations to secure sponsorships