



# STRATEGIC PLAN

2026 - 2028



*"Building Brighter Futures for Northwest Charlotte Communities"*

510 Sinclair Street, Charlotte, NC 28208

# Mission & Vision

## ▶ **Mission**

To drive positive social change through place-based initiatives, advocacy, youth development, and parental support in the Historic Hoskins and Thomasboro communities.

## ▶ **Vision**

A thriving, equitable Northwest Charlotte where every family has access to food, education, mental health, and opportunities for a brighter tomorrow.

# Core Values

Community Empowerment

Equity & Inclusion

Collaboration

Integrity & Stewardship

Compassion & Hope

# Strategic Priorities

Program Growth & Impact

Organizational Sustainability

Infrastructure & Capacity Building

Partnerships & Advocacy

Communications & Community Engagement





Goal: Expand A Brighter Day Outreach's impact across Northwest Charlotte.

**➔ Strategies:**

- Grow Break Every Chain Program to new schools
- Expand Food Pantry & Community Give-Back initiatives
- Strengthen Community HUB with ADA-compliant upgrades
- Add Mental Health workshops and family engagement events

**➔ Targets:**

- 400+ youth served annually
- 10,000+ families fed yearly
- HUB and Food Pantry ADA-compliant by 2026

**Strategic Priority 1:  
Program Growth  
& Impact**

# Strategic Priority 2: Organizational Sustainability

**Goal:** Strengthen financial stability and operational excellence.

## ➔ **Strategies:**

- Diversify funding (corporate, foundation, community donors)
- Launch donor stewardship plan
- Expand volunteer training & retention
- Develop leadership succession plan

## ➔ **Target:**

- 30% increase in unrestricted funding by 2027
- 3 new multi-year grant partners
- 40% volunteer growth

# Strategic Priority 3: Infrastructure & Capacity Building

## ➔ Strategies:

- Pay off \$150,000 Community HUB balance + complete \$50K ADA compliance project
- Invest in staff development & technology upgrades
- Strengthen board governance & diversity

## ➔ Target:



**Fully funded HUB  
by mid-2026**



**100% staff trained in  
trauma-informed care**



**Active, skilled, and  
community-reflective board**

**Goal:** Strengthen ABDO's foundation for long-term success.

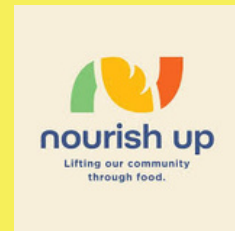
# Strategic Priority 4: Partnerships & Advocacy



**Goal:** Deepen collaboration and advocate for equity in Northwest Charlotte.

## Donors:

## Partners:



## Consistency/ Priority Strategies:

## Target:

- Joint food distribution & literacy programs
- Policy advocacy for access & inclusion
- Shared resources for greater community reach

- 10+ sustained partnerships
- Active in local advocacy coalitions

- Freedom Communities
- Thomasboro Academy
- Historic Hoskins Coalition Group (HHCG)
- Hoskins Avenue Baptist Church

# Strategic Priority 5: Communications & Community Engagement

**Goal:** Build visibility, trust, and community ownership.

## Strategies:

- Publish monthly newsletters & impact stories
- Celebrate volunteers & donors publicly
- Promote community involvement and giving

## Targets:

- 50% increase in digital engagement
- Regular media coverage
- 90% positive community feedback



March 2025

### EVENT HIGHLIGHTS

#### Reverse Give-Back: Community Helping Community



We are grateful for the unwavering support of our volunteers, community partners, and donors who make our Community Food Pantry possible. Through our Reverse Give-Back Program, these dedicated individuals provide the help needed to organize and sustain our food distribution efforts, ensuring families in Historic Hoskins, Thomasboro, and surrounding communities receive essential food items twice a week.

Their generosity, time, and effort allow us to serve more families efficiently, creating a true community-driven initiative. We extend our heartfelt gratitude to everyone who plays a role in keeping our food pantry running and making a difference in the lives of those we serve.

#### A Brighter Day Outreach at Labor of Love - March 22, 2025



A Brighter Day Outreach was honored to be a vendor at the Labor of Love event on March 22, 2025! It was an incredible opportunity to connect with the community, share our mission, and showcase the impactful programs we offer.

We enjoyed meeting so many amazing individuals, spreading awareness about our Community HUB, Food Pantry, Break Every Chain Program, and more, and engaging in meaningful conversations about how we can continue making a difference.

Thank you to everyone who stopped by our booth to learn more, show support, and connect with us. Together, we are building a stronger, brighter future for our community!

<https://abrighterdayoutreach.org> 04/08



# Organizational Framework

| <b>PROBLEM</b>  | <b>INPUT</b>  | <b>OUTPUT</b>  | <b>OUTCOME</b>   |
|---|---|--|--|
| <p><b>Community Center</b></p> <ul style="list-style-type: none"> <li>No community center or safe space for programs</li> <li>Disparate communication between neighborhood associations</li> </ul>  | <p><b>Community Center</b></p> <ul style="list-style-type: none"> <li>Capital improvement plan for Hoskins Community</li> <li>Estimated \$8,000 in funding</li> </ul>   | <p><b>Community Center</b></p> <ul style="list-style-type: none"> <li>Dedicated meeting space and classrooms for A Brighter Day Outreach</li> </ul>  | <p><b>Community Center</b></p> <ul style="list-style-type: none"> <li>Increased collaboration with neighborhood associations</li> <li>Stability of programming</li> <li>Centralized community resources</li> </ul>   |
| <p><b>Break Every Chain Program</b></p> <ul style="list-style-type: none"> <li>High youth crime rates and suspension rates at Thomasboro Academy</li> <li>Low literacy levels among students</li> <li>Lack of partnership between schools and parents</li> <li>Cycle of suspension, crime, and incarceration</li> </ul> | <p><b>Break Every Chain Program</b></p> <ul style="list-style-type: none"> <li>Partnerships with local mentoring nonprofits ABDO volunteers</li> <li>Strengthened relationship between ABDO and Thomasboro Academy</li> <li>Financial resources for family support and incentives</li> </ul> <p>Focus on students ages 8-12</p> | <p><b>Break Every Chain Program</b></p> <ul style="list-style-type: none"> <li>Regular student mentorship and de-escalation education</li> <li>Parental engagement 10 students and parents enrolled in mentorship for the 2023-2024 school year</li> </ul> | <p><b>Break Every Chain Program</b></p> <ul style="list-style-type: none"> <li>Reduction in short-term suspensions at Thomasboro Academy</li> <li>Increased literacy scores for enrolled students</li> <li>Positive school feedback on parental involvement</li> </ul> |
| <p><b>Food Pantry</b></p> <ul style="list-style-type: none"> <li>High food insecurity in the community</li> <li>Limited access to basic necessities</li> <li>Families struggling to afford essential food items</li> </ul>  | <p><b>Food Pantry</b></p> <ul style="list-style-type: none"> <li>Partnerships with Freshlist and Nourish Up</li> <li>Community donations and grants</li> <li>Volunteers for food distribution</li> </ul>  | <p><b>Food Pantry</b></p> <ul style="list-style-type: none"> <li>Weekly grocery support for seven families</li> <li>Monthly Give-Back Program distributing essential items</li> <li>Expanded reach through the Community Food Pantry</li> </ul>            | <p><b>Food Pantry</b></p> <ul style="list-style-type: none"> <li>Increased food security for families in need</li> <li>Consistent access to basic necessities</li> <li>Strengthened community support networks</li> </ul>  |
| <p><b>Financial Stability</b></p> <ul style="list-style-type: none"> <li>Inconsistent funding and depletion of operational funds</li> <li>Financial burden falling on ABDO President</li> </ul>   | <p><b>Financial Stability</b></p> <ul style="list-style-type: none"> <li>Grant applications and federal funding</li> <li>Monthly board support donations (\$20 or more)</li> <li>Corporate sponsorships</li> </ul>  | <p><b>Financial Stability</b></p> <ul style="list-style-type: none"> <li>Increased funding and operational expenses covered</li> <li>Regular grant awards</li> </ul>   | <p><b>Financial Stability</b></p> <ul style="list-style-type: none"> <li>Ability to hire full-time staff with benefits</li> <li>Increase in scalable, repeatable processes</li> <li>Enhanced focus on outcomes and impact of programs</li> </ul>                       |

# Evaluation & Continuous Improvement

## Monitoring Progress:

- End of year program evaluations
- Quarterly strategy reviews with the Board of Directors
- Ongoing feedback from families, schools, and partners

## Commitment:

A Brighter Day Outreach will remain adaptable, community-centered, and results-driven ensuring every effort leads to a brighter day for all.



 **510 Sinclair Street, Charlotte, NC 28208**

 **[www.abrighterdayoutreach.org](http://www.abrighterdayoutreach.org)**

 **[bnkdavis@abrighterdayoutreach.org](mailto:bnkdavis@abrighterdayoutreach.org)**

