



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





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



Key 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.

- Key Strategies:
 - Diversify funding (corporate, foundation, community donors)
 - Launch donor stewardship plan
 - Expand volunteer training & retention
 - Develop leadership succession plan
- Outcomes:
 - 30% increase in unrestricted funding by 2027
 - 3 new multi-year grant partners
 - 40% volunteer growth

Strategic Priority 3: Infrastructure & Capacity Building

Key Initiatives:

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

Outcomes:



**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.

Current Partners:



- Feeding Charlotte
- Hearts United for Good
- Our Daily Bread Ministries
- Nourish Up
- Costco
- Thomasboro Academy
- Walmart
- Public Library
- United Way
- MiLa (Mobile Internet Library)
- Excel Peer Support Services
- Lowe's Hometown Grant Program
- Girl Flow
- Historic Hoskins Coalition Group
- Reemprise
- Social Venture Partners (SVP)
- AmeriHealth
- Wells Fargo
- Crisis Assistance Ministry
- Freedom Communities
- West Side Community Land Trust
- Carewell of Charlotte
- Sam's Club
- Oakstreet Health



Focus Areas:

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

Outcomes:

- 10+ sustained partnerships
- Active in local advocacy coalitions

Strategic Priority 5: Communications & Community Engagement

Goal: Build visibility, trust, and community ownership.

Key Strategies:

- Publish quarterly 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



ORGANIZATION FRAMEWORK

PROBLEM	INPUT	OUTPUT	OUTCOME
<p>Community Center</p> <ul style="list-style-type: none"> No community center or safe space for programs Disparate communication between neighborhood associations 	<p>Community Center</p> <ul style="list-style-type: none"> Capital improvement plan for Hoskins Community Estimated \$8,000 in funding 	<p>Community Center</p> <ul style="list-style-type: none"> Dedicated meeting space and classrooms for A Brighter Day Outreach 	<p>Community Center</p> <ul style="list-style-type: none"> Increased collaboration with neighborhood associations Stability of programming Centralized community resources
<p>Break Every Chain Program</p> <ul style="list-style-type: none"> High youth crime rates and suspension rates at Thomasboro Academy Low literacy levels among students Lack of partnership between schools and parents Cycle of suspension, crime, and incarceration 	<p>Break Every Chain Program</p> <ul style="list-style-type: none"> Partnerships with local mentoring nonprofits ABDO volunteers Strengthened relationship between ABDO and Thomasboro Academy Financial resources for family support and incentives Focus on students ages 8-12 	<p>Break Every Chain Program</p> <ul style="list-style-type: none"> Regular student mentorship and de-escalation education Parental engagement 10 students and parents enrolled in mentorship for the 2023-24 school year 	<p>Break Every Chain Program</p> <ul style="list-style-type: none"> Reduction in short-term suspensions at Thomasboro Academy Increased literacy scores for enrolled students Positive school feedback on parental involvement
<p>Food Pantry</p> <ul style="list-style-type: none"> High food insecurity in the community Limited access to basic necessities Families struggling to afford essential food items 	<p>Food Pantry</p> <ul style="list-style-type: none"> Partnerships with Freshlist and Nourish Up Community donations and grants Volunteers for food distribution 	<p>Food Pantry</p> <ul style="list-style-type: none"> Weekly grocery support for seven families Bi-monthly Give-Back Program distributing essential items Expanded reach through the Community Food Pantry 	<p>Food Pantry</p> <ul style="list-style-type: none"> Increased food security for families in need Consistent access to basic necessities Strengthened community support networks
<p>Financial Stability</p> <ul style="list-style-type: none"> Inconsistent funding and depletion of operational funds Financial burden falling on ABDO President 	<p>Financial Stability</p> <ul style="list-style-type: none"> Grant applications and federal funding Monthly board support donations (\$20 or more) Corporate sponsorships 	<p>Financial Stability</p> <ul style="list-style-type: none"> Increased funding and operational expenses covered Regular grant awards 	<p>Financial Stability</p> <ul style="list-style-type: none"> Ability to hire full-time staff with benefits Increase in scalable, repeatable processes Enhanced focus on outcomes and impact of programs

Evaluation & Continuous Improvement



Monitoring Progress:

- Annual program evaluations
- Quarterly strategy reviews
- Ongoing feedback from families, schools, and partners



Commitment:

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

THANK YOU

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