



# Strategic Plan: 2019 - 2021

**Vision:** *Rowan Helping Ministries is God's love in action. We envision a community which helps provide for the essential physical, emotional and spiritual needs of all its citizens.*

**Mission:** *To serve, through cooperative community action, our neighbors in Rowan County who are in crisis, by providing essential life needs and educating and empowering them to break the cycle of crisis.*

**Sharpen our vision**  
to respond to the ongoing needs of Rowan County and our clients.

Increase emphasis on solving core issues faced by clients, preventing poverty.

Provide healthy food options in our programs, & promote healthy living.

Promote a safe & encouraging space, supporting clients on their paths.

**Develop our talent**  
to ensure our clients receive quality services with care and dignity.

Hire and support staff that are dedicated to our mission, & create a succession plan.

Create a reignited volunteer process that is welcoming and appreciative to all.

Assess our board of directors to ensure well-rounded & robust membership.

**Seek our alliances**  
in the community, maximizing the impact of services available for clients.

Identify & prioritize key partners in the community to provide holistic care.

Provide in-house resources to clients when possible, improving access.

Renew & create new engagements with key groups, including faith communities.

**Attack our fundraising cycle**  
in order to diversify revenue and generate sustainable funding.

Create a resource development plan that outlines areas of focus & growth.

Continue to grow Hope Fund to ensure future sustainability of the organization.

Increase awareness & advocacy activities that focuses on all programs & services.

**Evaluate our capacity**, ensuring successful program outcomes and high quality facilities.

Create a plan to allow for ongoing support & maintenance of our existing facilities.

Incorporate the use of technology to increase productivity and efficiency.

Ensure ability to grow programs & services around educating & empowering clients.

Our dedicated team of board, staff, volunteers, and committees will work to determine tactical steps to achieve each of these strategic goals, including timelines, benchmarks, and responsibilities to provide for measurement and accountability.