

**Strategic Plan for
The LIFEworks Project, LLC
Current as February 24, 2024**

Executive Summary

The strategic plan for The LIFEworks Project consists of the following high-level objectives and action steps:

Objectives:

Secure sustaining sponsorships.

Add recurring donors

Adding Board members who perform needed functions.

Expand food distribution capacity.

Set up an Inspire Newsletter Committee

Organize volunteer base and SOP.

Increase and strengthen collaborations with other organizations.

Action Steps:

Invite supporters and volunteers to participate in committees leading to a strengthened BOD

Present to corporations to obtain sustaining sponsorship.

Seek and physically contribute/collaborate with other stakeholder low to middle income campaigns that share our mission and increase our footprint in the community.

Vision Statement

The strategic plan for The LIFEworks Project aims to further the following organizational vision:

to live in a community free of homelessness and food insecurity that ensures no one is underserved.

Mission Statement

The mission of The LIFEworks Project is to empower our neighbors with practical supports to uplift and thrive. .

Business and Team Summary

The primary business of The LIFEworks Project consists of the following:

The LIFEworks Project will take the lead in creating (or build with community stakeholders) specific, measurable, achievable, and relevant resources to benefit ALICE - asset limited, income constrained, employed, households. These initiatives will include, but are not exclusive to, food insecurity, food recovery, houselessness, resource connection and other social justice inhibitors to progress and independent living.

The core team members of The LIFEworks Project are as follows:

1. Adrienne Young
Executive Director
 - Bachelor's degree.
 - Transparent and high integrity leadership.
 - Two or more years of nonprofit programming experience.
 - Experience and skill in working with a Board of Directors.
 - Proven strategic thinking and planning with the ability to envision and convey the organization's strategic future to staff, board, volunteers and donors.
 - Effectively communicate LWP's mission to donors, volunteers, and community.
 - Ability to oversee and collaborate with staff.
 - Ability to successfully generate new revenue streams and improving financial results.

 - Excellent donor relations skills and understanding of the funding community.
 - Ability to build relationships with individuals and organizations of influence including funders, partner agencies and volunteers.
 - Solid organizational abilities, including planning, delegating, program development and task facilitation.
 - Strong financial management skills, including budget preparation, analysis, decision making and reporting.

- Strong written and oral communication skills.
- Effective public speaking ability.
- Strong work ethic with a high degree of energy.

2. Larry Stopper

Chairman Of The Board

- Decides on the time, location, and date of regular and special meetings.
- Prepares the agenda.
- Presides over board meetings.
- Oversees committee meetings and acting as ex-officio.
- Review and sign meeting minutes.
- Recommends and appoints new directors, committees and committee members.

3. Susan Greene

Secretary

- Organize LWP's workload, multitasking as needed to prioritize and manage various projects.
- Communicate clearly and effectively, verbally, in writing and at all levels of seniority.
- Ability to achieve thoroughness and accuracy when accomplishing a task.
- Analyze data and information to make considered decision that will have a positive impact on the business.
- Provide honest and open advice relating to the promotion and forward press of LWP.

4. Vacant At This Time

Treasurer

- Understand LWP's different functions and budgetary needs.
- Identify areas where financial challenges may arise.
- Aid in the creation of policies that promote transparency and accountability within LWP including, but no exclusive to internal controls, conflicts of interest, investments, risk reduction and improved stakeholder confidence.
- Maintain a clear understanding of the LWP's finances to enable strategic decision making to ensure the overall success of the organization.

5. AJ Young

Director Of Outreach

- Strengthens the relationship between LWP and the community.
- Communicates information to the public and stakeholders
- Organizes outreach campaigns
- Coordinates events

6. Donna Yobs

Volunteer Coordinator

- Develop and implement strategies for recruiting volunteers.
- Utilize online platforms and social media to attract potential volunteers.
- Collaborate with LWP BOD to identify volunteer needs.
- Provide orientation sessions to familiarize new volunteers with the organization's mission, policies, and procedures.

- Coordinate volunteer schedules to ensure adequate coverage for various activities.
- Maintain a volunteer calendar or database to track availability and assignments.
- Serve as the primary point of contact for volunteers, addressing questions, concerns, and feedback.
- Keep volunteers informed about upcoming events, projects, and organizational updates.
- Develop and implement recognition programs to acknowledge volunteers' contributions.
- Celebrate milestones and achievements.
- Express gratitude through personalized messages, events, or tokens of appreciation

7. Renee Harrell, Marlene Perry
Board Member

- Promotion of the mission of LWP with the ability to visualize and provide direction to achieve it.
- Serve the interests and pursue the goals of LWP, including the public and intended beneficiaries.
- Knowledge and understanding of constituents, operations, and organizational and managerial acumen.
- Dedication and commitment to fulfilling LWP goals and initiatives.
- Discretion — Maintains confidentiality of board discussions and speaks with one voice when representing the organization to the community.
- Willingness to serve on committees.
- Regular financial contribution of any amount. This helps us reach our fundraising goals, while allowing us to claim that we are supported 100% by our board. This is a powerful message that we can use to encourage giving from outside donors and contributors.

Analysis of Strengths, Weaknesses, Opportunities, and Threats

Strengths	Opportunities
Clear Mission	Strengthened and more collaborative relationships with other organizations ie ARROW Project, DCCU, Project Grows, Augusta Health, etc.
A strong reputation in the community.	Growth into the LB and B Building on Mainstreet
Strong leadership.	Development of an active Advisory Board that includes impacted people.
Experienced staff	
Valuable and effective programs or services.	
Effective and sustained collaborations with other community organizations and partners.	
Weaknesses	Threats

Lack of corporate sponsorship	Funding
Storage capacity. Lack of Space.	Challenges to the effective promotion of services
Partner Pickup volunteers	Lack of physical space to grow the mission.
Limited recurring donation partners.	Lack of diversity.
Lack of grant writers and a grant writing data base.	Political trends and shifts.
Consistent newsletter and impact publication management.	

Analysis of Industry and Competitors

The current state of charitable food distribution and human service support and advocacy industry is as follows:

Currently our industry is experiencing a growing need for services with the change in the child tax credit, end of PEBT/ reduction in benefits, reduction in food support for those receiving social security., return to eviction and utility cut-offs, and the lack of affordable housing. Each of these have stretched the finances of families already struggling to make ends meet. The requests for assistance and support have increased; this has effected LWP and other agencies across the board.

While we do not have "competitors", there are other community service organizations that also provide supports: Embrace, Neighbor Bridge, United Way, Sin Barreras, Salvation Army and local churches.

The competitors of The LIFEworks Project in the charitable food distribution and human service support and advocacy industry include:

Analysis of Marketing Strategy and Target Customers

The marketing strategy of The LIFEworks Project consists of the following elements:

Public speaking to community stakeholders.
 Bilingual flyers and brochures.
 Collaborating with other stakeholders
 Participation in community events.

Target customers include:

ALICE individuals and families

We also seek to collaborate and engage with other organizations supporting ALICE and houseless households in the areas of food equity, advocacy, and social justice.

One year goal

Develop a financial/cash handling policy	
Strategy	Develop SOP for general cash handling and money management.
Financial Projections	none
Execution Person(s)	
Evaluation Person(s)	
Evaluation Criteria	Policy adopted by the Board.

Develop an SOP for on boarding volunteers and board members.	
Strategy	To create a consistent path to participation and service
Financial Projections	none
Execution Person(s)	
Evaluation Person(s)	
Evaluation Criteria	The completion of SOPs and their presentation to the BOD

Increase funding base.	
Strategy	Increase social media presence, word of mouth and the implementation of a GoFundMe fundraiser.
Financial Projections	There are no added costs. We forecast adding \$25 per month per contributor, equaling \$600 per year.
Execution Person(s)	Engagement Of LWP Board To Assist In This Endeavor To Increase Recurring Donations From The Public
Evaluation Person(s)	BOD, ED
Evaluation Criteria	Increase in donations registered on Paypal.

Develop and implement an active advisory board	
Strategy	Plan and promote date, time, and place. Invite and interview candidates.
Financial Projections	none
Execution Person(s)	
Evaluation Person(s)	BOD, ED

Evaluation Criteria	Completion of one Advisory Board meeting with suggestions presented to BOD.
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Internal/external communication and messaging.	
Strategy	Compile information about a volunteer, sponsor or guest to highlight. Obtain statistical data. Write the narrative. Have email list imported. Publish at the end of the quarter.
Financial Projections	none
Execution Person(s)	
Evaluation Person(s)	BOD, ED
Evaluation Criteria	Newsletter sent to supporters and donors.

3 Year Goals

Build effective and equitable operating systems.	
Strategy	Complete tasks related to collaboration needs.
Financial Projections	none
Execution Person(s)	
Evaluation Person(s)	BOD, ED
Evaluation Criteria	Plan to increase our space for activities onsite or through relocation.

Increase capacity for pick ups.	
Strategy	grant writing add drivers, include BRITE bus
Financial Projections	30k in cost, title, tags and insurance
Execution Person(s)	
Evaluation Person(s)	
Evaluation Criteria	Call stop addition, new driver added

Have the Inspire newsletter on a recurring quarterly schedule	
Strategy	Name 2 members to Inspire Committee
Financial Projections	none
Execution Person(s)	
Evaluation Person(s)	
Evaluation Criteria	4 Newsletters produced in 2024

Five-Year Goals

Corporate, sponsorship	
Strategy	speaking at community events, sharing the LWP message with corporate donors.
Financial Projections	\$0
Execution Person(s)	
Evaluation Person(s)	
Evaluation Criteria	at least one sustaining corporate sponsor

Development of an annual fundraising "BLOC Party" Bridging Local Organizations and Community" Event munity oevent.	
Strategy	invite other community organizations to set up table and present, hold it at WHS and involve WPS clubs, and get sponsorship for a band
Financial Projections	\$300 school auditorium rental and\$ \$300 promotion
Execution Person(s)	
Evaluation Person(s)	
Evaluation Criteria	\$4-5k in ticket sales.