VISION 2020
A PLAN FOR GREAT FUTURES
Financial Security

Ensure financial stability that includes growing a diverse and sustainable revenue portfolio generated through increased awareness.
### STRATEGIC PRIORITY 3: FINANCIAL SECURITY

<table>
<thead>
<tr>
<th>DESCRIPTION OF GOAL</th>
<th>ORIGINAL ACTUAL</th>
<th>CURRENT ACTUAL</th>
<th>2020 GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCREASE REVENUE YEAR OVER YEAR (DOES NOT INCLUDE EXTRAORDINARY REVENUE)</td>
<td>$9,941,000</td>
<td>$13,757,781</td>
<td>$16,000,000</td>
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<tr>
<td>INCREASE INDIVIDUAL DONATIONS</td>
<td>$1,136,000</td>
<td>$1,578,575</td>
<td>$1,750,000</td>
</tr>
<tr>
<td>INCREASE TOTAL # OF MAJOR DONORS</td>
<td>36</td>
<td>51</td>
<td>75</td>
</tr>
<tr>
<td>INCREASE TOTAL % OF VOLUNTEERS DONATING</td>
<td>N/A</td>
<td>Baseline TBD</td>
<td>Goal TBD</td>
</tr>
<tr>
<td>MAINTAIN “ON TRACK” STATUS FOR MARKETING HEALTH METRICS</td>
<td>N/A</td>
<td>8 out of 10</td>
<td>9 out of 10</td>
</tr>
<tr>
<td>INCREASE AVERAGE DAYS OF CASH ON HAND</td>
<td>N/A</td>
<td>29</td>
<td>35</td>
</tr>
</tbody>
</table>
Improve capability of fiduciary oversight to our stakeholders by improving our cash management by automating financial systems

**Key Action Items:**

- Research and identify vendors for various financial processes (invoicing, payment processing, purchasing, etc.) – APR 2018
- Pursue pro-bono opportunities to serve as a Project Manager – MAR 2018
- Implement centralized purchasing system/process – SEPT 2018
Help more individuals realize their joy through supporting our mission

Key Action Items:

• Implement improvements to the volunteer program that includes an online system to recruit, train, place, track, and communicate with volunteers – OCT 2017

• Implement Club Blue, a monthly giving program specifically geared for Club volunteers – DEC 2017

• Refine Connect for the Cause events to build on best practices and create a more intentional role for board members to cultivate new supporters – DEC 2017

• Create and implement trainings to equip all volunteer leaders (board, county, and trustees) to serve as enthusiastic and informed advocates – DEC 2018

• Create and execute a robust Resource Development Plan with a particular focus on strategies to grow our portfolio of Major Gift donors ($5K+) with customized plans for each – DEC 2018

• Grow Trustees to 15 and increase their individual engagement in the mission – JUNE 2019
Increase awareness of our brand, understanding of our mission, and understanding of our impact/pillars among key stakeholders including donors (primary) and staff (secondary)

**Key Action Items:**

- Update integrated marketing strategy to reflect current organizational priorities – JAN 2017
- Execute integrated marketing strategy focused on key push points – ONGOING
- Capitalize on growing interest around workforce development and readiness; conduct dedicated outreach and develop tools to support – JULY 2018
- Develop tools and resources to support Resource Development team and other key stakeholders in sharing our story – ONGOING
- Refresh and modernize overall branding – JUNE 2017
- Roll out refreshed branding in all materials and platforms – JULY 2018
- Print updated materials as needed – SEPT 2018