

The Wellspring

Judy Bell, CEO

FY2006 Plan



vision

Within 5 years we see ourselves as the premier Family Service Agency and the charity of choice among local, regional, state and national stakeholders. They have a clear understanding of who we are and what we do. We see a growing funding base to include a \$500,000 endowment and an operating reserve of 3-6 months supported by entrepreneurial revenue generating programs to yield a more diversified and flexible funding base. We will be recognized as the "The Can Do Will Do" organization.



mission

To strengthen and value the family through direct service, education, advocacy, and women's leadership



objectives

- To increase total number of new clients by 10% annually
- Identify new funding sources yielding an increase of 3-5% funding annually
- Increase awareness of organizational brand to 50%
- Maintain involuntary turnover rate of employees at less than 15% annually
- Increase volunteer hours to 6000 annually.
- Maintain ratio of revenue to FTE's at less than \$70,000
- Maintain staff satisfaction rates on a scale of 1-5 at a minimum of 4.25
- Increase in kind donations by 20% annually



strategies

- Outcome based programming based on a compelling mission and strong core values
- Maintain cost effective, accountable efficient business operations with high integrity
- Enhance diversified and sustainable funding plan including an endowment fund
- Demonstrate a bias for marketing
- Engage in long range planning that responds to community needs and trends
- Be known as employer of choice in community with committed, caring, competent staff
- Engage in strong collaboration and alliance activities
- Maintain state of the art facilities and equipment in multiple locations
- Ensure that program participants are demographically reflective of the community.



action plans

- Implement Marketing Plan & Fund Dev. plans by December 2006.
- Recertification of LANO Standards of Excellence by 12/15/06
- Review/revise Agency Strategic Plan by August 31, 2006
- Reorganize and conduct "Celebrate the Family" fund/friend raiser by June 2006
- Develop plans for 100th birthdays and 75th anniversary by August 2006
- Develop endowment program by December 31, 2006
- Complete repairs to Hall House by Dec. 31, 2006
- Update and/or establish policies that support programs/agency by Sept 30, 2006
- Review/Revise Employee Benefit Plan including salary ranges, etc. by Sept. 30, 2006

Excerpt from *The One Page Business Plan for Non-Profit Organizations*