FY19-FY21 STRATEGIC PLAN
A NEW WAY FORWARD

ONE ORGANIZATION

1. ADDRESS MORE COMMUNITY NEEDS
   We will assess community trends in the areas of hunger, homelessness, and domestic violence and respond with replicable programs and services that make a measurable impact, while constantly adapting and innovating to deepen and broaden that impact.
   - Enhance and expand programs by increasing output by 50%

2. DEVELOP PASSIONATE, MISSION-DRIVEN LEADERS
   We will engage, develop, and empower mission-driven leaders and volunteers at every level who are passionate and dedicated to the RCS mission, cause, and values. These are people who provide enduring leadership and generously support the organization with their time and resources. We will be committed to access, inclusion, and engagement by ensuring that all segments of the community are welcome at RCS and have equal opportunities to become connected to other participants, staff, and volunteers at all levels of the organization.
   - Emphasize and encourage staff and volunteer development through increased training opportunities internally and externally

THE PARTNER AGENCY

3. ADVOCATE TO INFLUENCE PUBLIC POLICY
   We will identify and take a stand on critical community issues in RCS’s areas of focus while proactively engaging community leaders, policymakers, influencers, and the general public.
   - Establish and maintain relationships with government officials at local, state, and federal levels by consistent and regular communication

4. COLLABORATE WITH OTHERS
   We will leverage the power of collaboration by forming relationships with other nonprofit organizations, government entities/agencies and businesses to build greater capacity for nurturing the potential of individuals and families, promoting healthy and safe communities, and fostering a sense of collective social responsibility.
   - Establish measurable partnerships, collaborations, and strategic alliances with other human organizations and social service agencies

THE THIRD PLACE

5. PROMOTE AND PROTECT THE RCS BRAND
   We will present ourselves as an organization that strengthens our community through addressing hunger, homelessness, and domestic violence through innovation. In doing so, we will clearly demonstrate their cause, impact, and charitable worth.
   - Establish monthly, quarterly, and annual communication by facilitating community presentations and gatherings

6. PROMOTE SUSTAINABILITY AND PHILANTHROPY
   We will generate increasing amounts of donated financial support for the RCS mission, contributing to a healthy mix of earned revenue (social enterprise), grant support, and charitable dollars that are utilized to achieve impact.
   - Increase and diversify revenue streams through campaigns, special events, grants, and government contracts, communications, and social enterprise