

Friendship House- Strategic Planning Committee

Milestone Updates October 2019

Committee: Meg Aument, Donald Drane, Kim Eppehimer, Sandy King, Lee Maus, Jane Schindewolf Romano

Expansion of Empowerment Ministry: We have expanded in Mill Creek by our presence at St. John the Beloved's food/clothing bank located at Community of Christ Church. FH typically has Bill Perkins and Zuly Bullock (new, PT, bilingual in Spanish, staff member) present when they are open: 9-11 M, W, F. Zuly is also at St. Mark's UMC food closet Wednesday pm. Rashida in Middletown is spending time also at the Appoquinimink State Service Center to meet potential clients referred to FH by DE.

Financial Assistance Audit: A sub-committee has completed its initial round of work, and (policy and staff guidance) document revisions are in draft form for FH Staff Policy Regarding Financial Procedures & Summary of Audit of FA Program. A flowchart is as well in progress to show the general flow of the Financial Assistance process in FH. (Thanks to John Barineau and Sarah Berninger.)

Job Readiness Coach: Kim met with Cheryl Bryant for her 90 day review. She is working to get established in position and put together program.

Future planning for Staff Management:

- Committee is working to evaluate management positions. This involves gathering specifics on day-to-day operations and putting details into job descriptions for management positions.
- Viewing management as a whole, as to which functions are associated with which positions and whether there is flexibility to move some of the responsibilities around.
- With new staff on board there are more options for future management opportunities.

Improved Volunteer Training Program: Hired new PT volunteer coordinator, Kristen Reisor. She will be able to concentrate on improvement of the volunteer program.

Outreach Director: Will continue to meet with Sharon Gidumal to determine steps forward.

Implement Donor Management Strategy: See attached chart and next steps.

Income up 5%: Our income has increased in 2019 especially with fundraisers. Possibly greater than 5% if receive grants.

Brand Recognition:

- As part of the ongoing updating of the Mission Statement and tagline, Kim met with a marketing/communications consultant in July about refreshing marketing materials.
- A follow-up meeting with consultant was held 9/6, to receive package options. Three designs were presented, each showing 3 pieces of marketing collateral (newsletter, brochure, postcard). Third meeting was held 9/16 and one additional design was presented. That design was tweaked and a short run of materials was printed for the October 3 cocktail party.
- Down the road, consultant may also present ideas for a refreshed logo.
- New photos/videos were taken for marketing purposes.
- Once mission statement is finalized, the new materials would incorporate the new statement, potential new logo and new photos. Additional mission statement proposals and taglines will be brought to November 2 Board meeting for discussion.
- One of the goals for 2020 is to make sure all aspects of FH are mission centric – this includes Board, staff and key volunteers. The hope it to make sure all know the top goals and needs of the organization.

Next Steps: Look at 2020 Strategic Milestones.

- Any edits or changes needed eg. Outreach Director position timing?
- Do milestones still fit mission?