



THE CITY OF HOPE OUTREACH (COHO) STRATEGIC PLAN 2016-2018

Our Vision: We exist to advocate for others through the opening of holistic centers within under resourced areas in Central Arkansas to influence change in unique ways that involves active presence and relational transformation.

Our Mission: CoHO provokes hope in human beings through holistic engagement one life, one family, and one community over time for the glory of God.

We Serve with: CoHO serves with persons who live within low-income communities which lack critical resources to support the dignity and flourishing of those human beings.

Our Initiatives: CoHO provokes hope in low income communities in four ways:

- Facilitate and create opportunities for educational achievement and growth through the CoHO Academy
- Create opportunities of sustainable housing, life skills, and vocational support through the Hope Home for Men
- Create an environment of advocacy and integration across socio-economic boundaries through community development initiatives such as the CoHO Gardens, Community Carnival, and Thanksgiving Banquet
- Advocacy with low-income communities at the city, county, and state level.

Our Goals 2016-2018

- 1. Strengthen organizational infrastructure in the areas of board functionality, marketing, and financial sustainability.**
- 2. Deepen relationships with Hope Community residents to increase effectiveness and achieve initiative goals.**
- 3. Effectively execute and evaluate initiatives within all communities.**
- 4. Strengthen nonprofit community engagement to increase city and county partnerships with key institutions.**
- 5. Create an environment to affirm personal dignity through vocational opportunities.**



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Our Goals: 2016-2018

Goal 1: Strengthen organizational infrastructure in the areas of board functionality, marketing, and financial sustainability.

Summary: Improve existing organizational infrastructure and develop new components to enhance board functionality. In order to effectively resource CoHO's existing initiatives to include volunteerism, a comprehensive marketing plan will be developed which includes existing and new forms of media. Over the next two years, a smart and executable financial plan will be developed to increase revenue, properly manage expenses, and strong oversight will be implemented.

Strategies:

1. Develop board profile to identify strengths and areas of opportunity among board members
2. Develop a comprehensive marketing plan targeting the Hope Communities and general public clearly communicating the holistic approach to education, housing, and community development.
3. Development of a 1, 2, and 5-year financial plan to meet expected expenditures.
4. Implement joint board and staff meetings to strengthen communication, effectiveness in planning, and become more efficient in the use of resources.

Goal 2: Deepen relationships with Hope Community residents to increase effectiveness and achieve initiative goals.

Summary: CoHO will work to establish a deeper influence within its three Hope Communities-- Oakwood, Brookside, and South Ash. The development of stronger interpersonal relationships will contribute to greater organizational effectiveness, initiative development, and integration of community members into the overall vision and mission of CoHO.

Strategies:

1. Create Open House nights to communicate the vision and mission of CoHO to Hope Communities and introduce the general public to CoHO.
2. Incorporate mentorship opportunities within CoHO Academy and Hope Home.
3. Facilitate community meetings in which persons within Hope Communities have opportunities to offer recommendations and develop solutions.



Goal 3: Effectively execute and evaluate initiatives within all communities.

Summary: The appropriate time and approach to evaluate CoHO's primary initiatives offers the organization opportunities to measure progress, effectively plan, and execute necessary adjustments. Additionally, evaluations function to offer a strong communication tool for board, staff, community members, and volunteers, increasing organizational buy-in.

Strategies:

1. Develop and implement initiative evaluation tool to communicate with volunteers and solicit feedback.
2. Revise semi-annual organizational assessment to provide greater clarity on the progress of initiatives to include community involvement, financial support, and best practices.
3. Identify adjustments needed within the organization and prioritize according to need.

Goal 4: Strengthen nonprofit community engagement to increase city and county partnerships with key institutions.

Summary: CoHO firmly believes in the power of collaboration to effectively stimulate change in communities. Collaboration includes partnerships with city, county, and state entities, private and government, willing to work with CoHO to maintain a posture of holistic renewal.

Strategies:

1. Produce semi-annual documents and/or graphics with measurable data to demonstrate CoHO's impact in the Hope Communities.
2. Collaborate with local organizations to be involved in community events.
3. Reinforce relationships with existing partners and develop new relationships with local entities such as large corporations and small businesses.

Goal 5: Create an environment to affirm personal dignity through sustainable housing and vocational opportunities.

Summary: The affirmation of human dignity represents a critical value of CoHO. Vocational opportunities represent a significant means towards human affirmation and community development. CoHO will endeavor to create an environment in which persons have access to vocational opportunities to bring about personal fulfillment, serves the immediate household, and community transformation.



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Strategies:

1. Develop and build a sustainable housing community to address homelessness and provide vocational opportunities.
2. Develop curriculum and provide access to vocational training.
3. Create small work opportunities for persons to contribute to the community and receive compensation.
4. Collaborate with local businesses to provide produce through the CoHO Gardens.

2016-2018 STRATEGIC VISION ADOPTED FEBRUARY 6, 2016

Shannan Knudsen
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CoHO

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