

PLANNING TO BUILDING: SIX YEARS OF GOOD STRATEGY

2019-2021 FOCUSED ON A PATH FORWARD

This Strategic Plan was about learning. Collaboratively, we identified four areas to study in depth over the last three years.

MESSAGE & BRAND

How to best message who we are and what we do?

HELP & ENGAGE

How to serve more people and serve them better?

STABILITY & GROWTH

How to stabilize our finances and fund growth?

PEOPLE & PLACE

How to best care for our building and staff?

1 WE'RE JEWISH FOR GOOD

We dove deep into distilling who we are and what we do best. With our mission as our guide, we launched a new name and clearer brand.

2 OPPORTUNITIES FOR ALL

Our investigation revealed gaps in our services, specifically for infants/toddlers and older adults. We created plans to fill those gaps.

3 A BETTER BOTTOM LINE

We analyzed ways to grow revenue and designed a roadmap to get us there.

4 ATTENTION AND RETENTION

Building on a solid foundation, we put in place new measures to ensure we continue to have the right facilities and the best people.

MISSION ACCOMPLISHED!

But this isn't the end of our journey. It's still just the beginning. Turn the page to see where we *grow* from here.

WE'VE MADE A GOOD IMPRESSION. LET'S MAKE IT LAST.

2022-2025 STRATEGIC PLAN: BUILDING A BETTER TOMORROW

This next Strategic Plan is about putting the last plans into real, thoughtful action. In so doing, we honor the foundational work of all who came

before us, with their foresight and expertise, and create a sustainable organization for future Jewish generations.

HELP & ENGAGE

- Rebuild the Health & Wellness Center to meet and exceed its pre-COVID-19 success
- Support our growing aging community by opening a Senior Day Center that provides expert Geriatric Case Management services
- Fulfill a critical community need by establishing an Early Childhood Center for infants and toddlers

STABILITY & GROWTH

- Build upon our solid foundation by moving forward with the Capital Campaign
- Secure our financial footing by paying off the original building loan
- Foster our vibrant community with a broader donor base, newcomer outreach, and innovative engagement

MESSAGE & BRAND

- Drive involvement and giving by collecting and sharing data to best tell our story
- Continue to support Israel as defined by our Vision, Mission, and Values, clarifying and reinforcing our guiding principles to our community

PEOPLE & PLACES

- Ensure continuity across all staff and consistent quality service to our members with a long-term staff succession plan and cross-training
- Fill the leadership pipeline by cultivating volunteerism stepping stones for lay-leader succession