2019-2020 Community Impact Framework

Drivers

Vision

A thriving community where all are valued

Mission

Waunakee Neighborhood Connection provides programs and resources that engage neighbors to support and empower one another

Values

Trust
Empowerment
Respect
Compassion
Equity
Community engagement

Impact Focus

- Economic Security
- Volunteerism

Brand Promise

- Citizen
- Caregiver
- Creator

Conditions for Success / Actions

Provide relevant and effective programs & resources

- Conduct comprehensive client needs assessment
- Create evaluation tools to measure outcomes and impact of programs
- Implement client education programs
- Explore and engage in relevant partnerships and collaborations
- Participate in sector associations to ensure alignment with trends and opportunities
- Increase the number of families we serve

Ensure financial sustainability

- Create and communicate a compelling case for support
- Steward relationships with past donors; identify and cultivate new donors
- Create consistent opportunities for corporate sponsorship and underwriting
- Launch comprehensive campaign (2020)
- Operate within budget and build adequate financial reserves
- Secure grants

Build community trust and accountability

- Publish and distribute to the community an annual report and five-year capital campaign & building update
- Engage key stakeholders in community conversations
- Build and maintain a board of directors that represents diverse stakeholder groups and voices from the community
- Participate in advocacy, as appropriate, related to our impact focus

Achieve "top of mind" community awareness

- Complete and implement re-branding and visual identity
- Provide regular and consistent messaging through a variety of channels
- Participate in community events and organizations
- Provide community education programs

Maintain efficient and effective operations

- Complete long-range plan for building maintenance and updates
- Maintain full staffing (employee and volunteer)
- Manage and track inventory consistently
- Utilize all capabilities of CRM for management of client, volunteer, and fund development activities
- Complete policies and procedures documents
- Develop Continuity of Operations plan

Ensure a positive culture

- Align all programs and operations with our mission, vision, values, and brand promises
- Treat all who interact with us with dignity and respect
- Provide services in a manner that empowers clients, volunteers, and donors

Building a stronger community . . . one story at a time

Waunakee Neighborhood Connection