2022-23 Community Impact Framework

**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

**Drivers**
- Financial Security
- Community Engagement

**Impact Focus**
- Brand Promise
  - Neighbor
  - Caregiver
  - Creator

**Conditions for Success**
- Achieve financial sustainability
- Maintain efficient and effective operations
- Ensure a positive culture

**Actions**

**Internal**
- Complete a facility feasibility study and proceed with facility plans based on results
- Maintain full staffing (employee and volunteer)
- Increase open hours to five days a week
- Manage and track inventory consistently
- Utilize all capabilities of CRM
- Complete policies and procedures documents
- Develop Continuity of Operations plan
- 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
- Ensure diversity, equity, inclusion, and access among and for our clients, volunteers, donors, and staff
- Ensure that staff are supported and engaged in their work

**External**
- Create evaluation tools to measure outcomes and impact of programs
- Facilitate effective case management
- Continue client education and engagement programs
- Participate in sector associations to ensure alignment with trends and opportunities
- Publish and update a community resource directory
- Ensure that we are serving all households that would benefit from our services
- Develop working relationships with area landlords

**Achieve “top of mind” community awareness**
- Provide regular and consistent messaging through a variety of channels
- Participate in community events and organizations
- Provide community education programs with relevant partners

**Achieve financial sustainability**
- Consistently 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 sustaining donor campaign
- Operate within budget and build adequate financial reserves
- Secure grants

**Maintain efficient and effective operations**
- Complete a facility feasibility study and proceed with facility plans based on results
- Maintain full staffing (employee and volunteer)
- Increase open hours to five days a week
- Manage and track inventory consistently
- Utilize all capabilities of CRM
- Complete policies and procedures documents
- Develop Continuity of Operations plan
- Align all programs and operations with our mission, vision, values, and brand promises
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- Ensure that staff are supported and engaged in their work

**Ensure a positive culture**
- Publish and distribute an annual report
- Engage key stakeholders in community conversations
- Host targeted open houses to build community connections
- Build and maintain a board of directors that represents diverse stakeholder groups
- Participate in advocacy, as appropriate, related to our impact focus
- Develop working relationships with area landlords

**Provide relevant and effective programs & resources**
- Publish and update a community resource directory
- Ensure that we are serving all households that would benefit from our services
- Develop Continuity of Operations plan
- 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
- Ensure diversity, equity, inclusion, and access among and for our clients, volunteers, donors, and staff
- Ensure that staff are supported and engaged in their work

**The heart of our community**