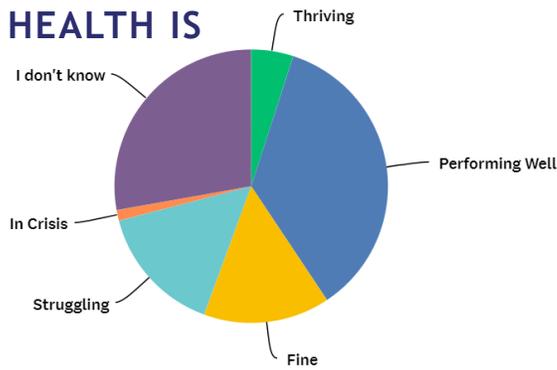




STRATEGIC PLANNING SURVEY RESULTS

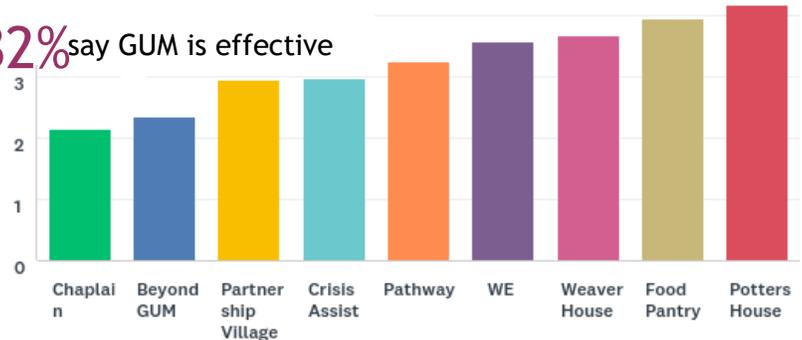
The following information is a snapshot of feedback captured from Urban Ministry’s Donors, Volunteers, Board, and Staff in preparation for strategic planning in the fall of 2017. Strategic themes and observations were used for planning purposes.

URBAN MINISTRY’S OVERALL HEALTH IS



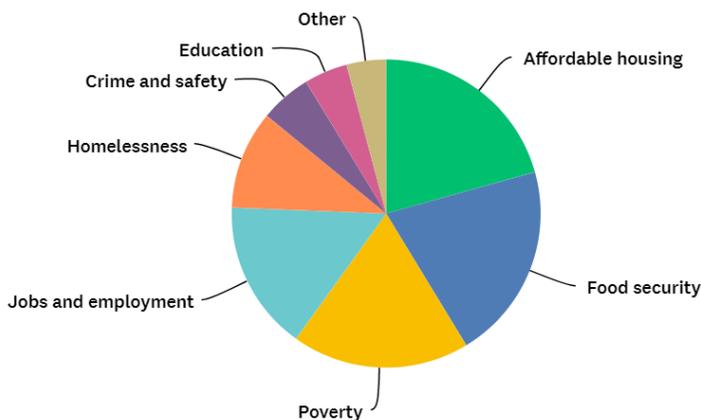
BEST KNOWN FOR FOOD & HOUSING

82% say GUM is effective

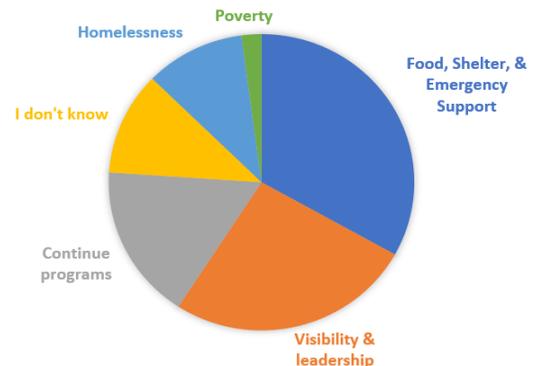


INDIVIDUAL PROGRAM EFFECTIVENESS

MOST PRESSING ISSUE IN GREENSBORO



WHAT GREENSBORO NEEDS MOST FROM URBAN MINISTRY



There is alignment with the current issues facing Greensboro, what Urban Ministry currently does. Respondents think Greensboro needs from Urban Ministry. The additional need is for increased leadership and visibility regarding poverty issues and its effects.

STRATEGIC THEMES FROM FEEDBACK

93%
GUM is a VITAL community resource.

- Greensboro Urban Ministry should provide immediate crisis support and long-term solutions to break the poverty cycle.
- Greensboro Urban Ministry should lead collaborative efforts and reduce duplication of services in Greensboro.
- Position CEO and the organization as a leader in community conversations surround systemic poverty change.
- Greensboro needs to prepare for an increase in needs of service.
- Serve with dignity, respect and diversity at all levels.
- Consider a collective impact model. Show progress by tracking and sharing program outcomes.



Our Mission:

To express the love of God to our neighbors in need by offering food, shelter, and solutions.

Our Vision:

Stable lives for our neighbors.

Our Values: We are called to serve our community and are guided by the following values:

We welcome all through an open door where neighbors can connect, serve, and grow.

We love our neighbors with compassion, recognizing that no individual is greater than another.

We inspire people to initiate personal change while meeting them where they are.

We understand that sometimes hope is the ultimate gift.

We value the resources entrusted to our care, and we steward them carefully.

We believe our community is strongest when non-profits, faith communities, government, and neighbors work together.

Our Strategic Priorities

To offer programs and services that effectively meet the immediate needs of clients and identify solutions that promote their long-term stability.

- Evaluate the effectiveness and efficiency of our food program in meeting the community need.
- Evaluate current housing programs against community needs and best practices.
- Identify and connect clients as they are ready with long term solutions.
- Provide spiritual care for all clients, volunteers and staff who seek it.
- Seek innovative strategies to address poverty in Greensboro through collective impact.
- Enhance capital resources to ensure effective mission delivery.

To be a proactive and collaborative community leader in discovering and implementing long-term solutions for people burdened by the effects of poverty.

- Create and empower a Food Insecurity Task Force to identify opportunities to strengthen long term solutions.
- Support Coordinated Intake throughout Greater Greensboro.
- Build stronger relationships with other nonprofits.
- Ensure GUM staff and board have a pulse on trends and best practices in human service.
- Explore a collective impact model to address poverty in the Greater Greensboro area.

To elevate community knowledge, engagement, and appreciation for the impact that Greensboro Urban Ministry makes in the lives of clients served.

- Create a program to equip and empower internal and external communication ambassadors.
- Develop and implement a comprehensive communication plan.
- Develop an impact campaign to showcase personal stories and program impact

To inspire broader investment in the mission of Greensboro Urban Ministry.

- Build a culture of advancement that engages Board, executive director, and staff, and aligns with funding priorities.
- Increase staff understanding and engagement with development activities
- Create a major donor imitative to fund innovation and capital improvements.
- Strengthen volunteer onboarding, training, and tracking.
- Increase volunteer leadership opportunities
- Create an ongoing volunteer appreciation system

To ensure dynamic, innovative leadership throughout the organization.

- Institute effective internal communication strategies into workflow to increase staff engagement.
- Increase staff education, training, and leadership development.
- Ensure the integration of Core Values in all aspects of agency programs, decision and actions.
- Transition the Board from an operating focus to a governing board.
- Ensure the Board has the competencies and skillsets required to fulfill responsibilities.
- Create meaningful and productive Board sessions.