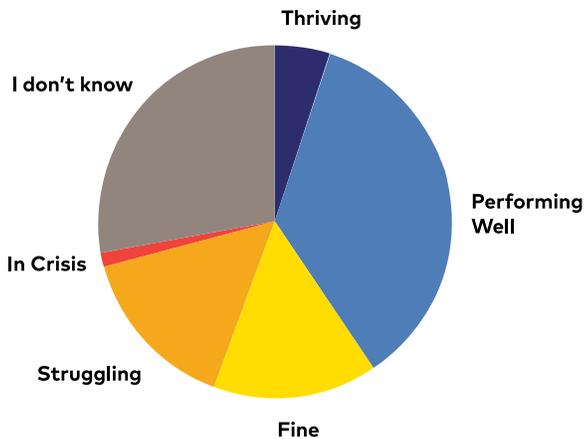


STRATEGIC PLANNING SURVEY RESULTS



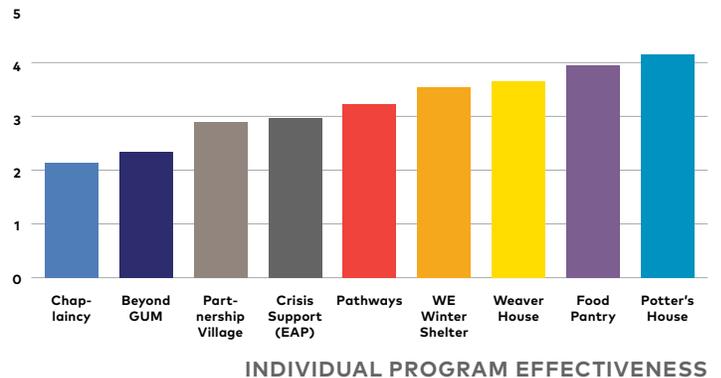
The following information is a snapshot of feedback captured from Urban Ministry's donors, volunteers, Board and staff in preparation for strategic planning in the fall of 2017. Strategic themes and observations were used for planning purposes.

URBAN MINISTRY'S OVERALL HEALTH IS

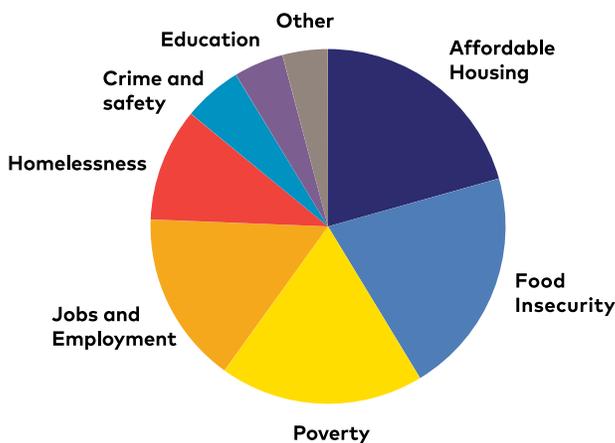


BEST KNOWN FOR FOOD & HOUSING

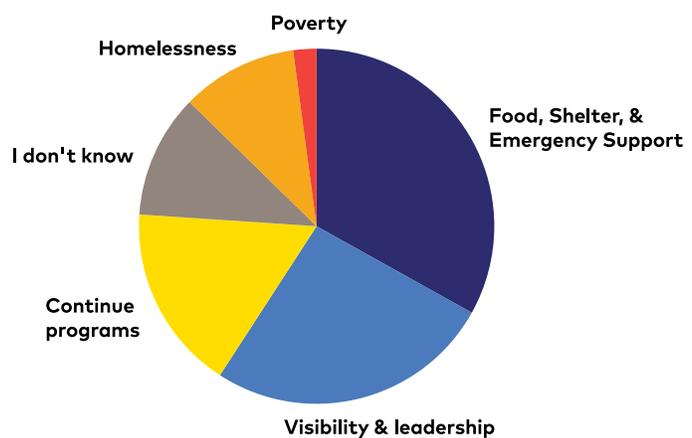
82% say GUM is effective



MOST PRESSING ISSUE IN GREENSBORO



WHAT GREENSBORO URBAN MINISTRY NEEDS TO ADDRESS MOST



There is alignment with the current issues facing Greensboro, what respondents think Greensboro needs from Greensboro Urban Ministry, and the services Urban Ministry currently provides. The additional need is for increased leadership and visibility regarding poverty issues and their affect on individuals and the community.

STRATEGIC THEMES FROM FEEDBACK

- 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.

93%

GUM is a VITAL community resource.

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 nonprofits, 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.

- Engage and strengthen the existing city-wide 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 that 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 recruiting, 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 one.
- Ensure the Board has the competencies and skillsets required to fulfill responsibilities.
- Create meaningful and productive Board sessions.