



FAMILY HOUSE

2021-2025 STRATEGIC PLAN

A FORWARD-THINKING
APPROACH TO
EMPOWER FAMILIES IN NEED

JOINT LETTER FROM THE BOARD OF DIRECTORS

We are honored to present this visionary five-year strategic plan for Family House.

Since 1985, Family House has served the Greater Toledo region and will continue to be a support to families facing tough challenges. With new and emerging public health challenges attributable to a global pandemic, an opioid epidemic, unemployment, and homelessness, we will further build on our history of being a compassionate voice in the city and throughout northwest Ohio.

This strategic plan is ambitious, as it details collaborative and innovative ways in which our organization's officials will get to the root of the inequities in our city that cause numerous disparities in health outcomes among its residents. We will build upon our mission while serving as an advocate in the areas of homelessness, family stability and health, while joining regional partners in their efforts to create a community where all residents are thriving. This strategic plan is a commitment to broaden our reach and partner with entities to address social determinants of health. We further dedicate our efforts to create an environment that is compassionate, valuing all individuals and treating them with respect, regardless of the factors contributing to their homelessness.

We salute our colleagues at Family House, volunteers, donors, community partners, funders, and board members for their input into this plan. Throughout the process, we challenged ourselves to listen to each other, think differently, and embrace the need to change and become a more relevant community provider – active in driving solutions for the families we serve and our community.

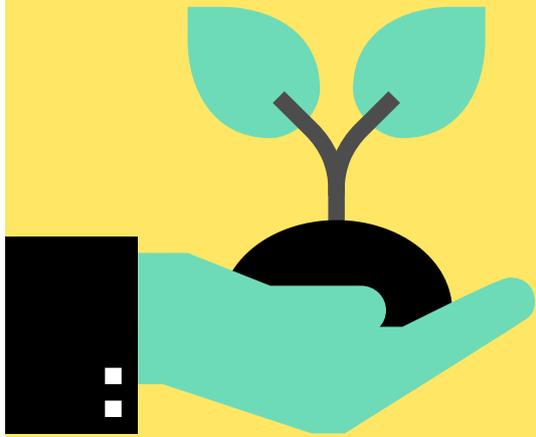
We thank you in advance for taking interest in our strategic plan and are excited about what the next few years can bring Family House and its service to the homeless individuals and families of our region.

Family House Board of Directors



MISSION

Family House provides homeless families in crisis with secure housing in a caring environment while offering comprehensive services to empower families to achieve and maintain self-sufficiency.



OUR VALUES

Our core values guide our work and relationships at Family House. They serve as a pillar when we must exercise flexibility and change direction or make difficult decisions on behalf of our families for the betterment of our community:

Advocacy

Diversity

Partnerships

Compassion

Equity

Solution-oriented

Dignity

Family

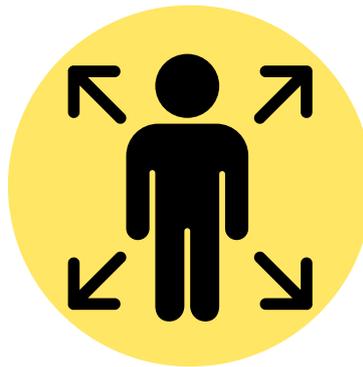
Success

STRATEGIC PRIORITIES



GROW IMPACT

Become recognized as an organization known for housing supports that move families from homelessness to stable housing, with a focus on support services for housing stability.



EXPAND SERVICES

Expand services that empower families to obtain and maintain permanent housing, increase their income and financial literacy, achieve educational goals, and improve overall family functioning.



ENGAGE SUPPORTERS

Create and sustain meaningful long-term relationships with funders, partners, donors, advocates and volunteers throughout the community and region.



OUR GOALS

Based on the strategic priorities, the team adopted five goals. They provide a roadmap for our board of directors and management to guide the organization over the next five years. The goals were informed by the needs identified in the community and the internal and external analysis of the organization's strengths and realistic ability to respond to those needs.

Goal 1

Grow and preserve Family House services to enable homeless and low-income families, including youth aging out of foster care, to acquire, secure, and maintain permanent housing, increase their income, achieve educational goals, improve financial literacy, improve family functioning, and plan for a more stable future.

Goal 2

Grow revenue to achieve year over year increase in operational funds, an endowment, and targeted funding for programs to sustain current operations and support planned growth.

Goal 3

Develop brand strategies to become recognized in the region as a leading model for shelter services, support, and prevention of family homelessness and poverty.

Goal 4

Build partnerships and collaborations to expand our relationships with government, corporations, educational institutions, foundations, and homelessness advocacy institutions to further program development, fund development, cultivate future supporters, and attract talent for the organization.

Goal 5

Adopt a model of proactive planning for facility and technology needs and multi-year financial capacity.





NEXT STEPS: STRATEGIC PLAN IMPLEMENTATION

The Board of Directors and staff suggests the following next steps to communicate and implement the Family House Strategic Plan from 2021 to 2025:

- Develop internal work plans to produce measurable outcomes based on the strategic plan.
- Allow Family House Strategic Plan to guide the budgeting process.
- Inform and engage Family House staff and volunteers about the Family House Strategic Plan and relevant actions associated with their area of responsibility.
- Communicate the Family House Strategic Plan to key Greater Toledo private, public, nonprofit leaders and stakeholder groups to engage where like interests exist, and ensure transparency, accountability, and collective feedback.
- Implement biennial checkpoints with the Family House management team and the Board of Directors to assess progress on the Family House Strategic Plan priorities.

MONITORING THE STRATEGIC PLAN

Ongoing monitoring and revision are three critical aspects of effective strategic planning. Our process will include:

- Incorporating the goals, objectives, and actions of the strategic plan into program and individual work plans and budgets.
- Evaluating overall board and staff performance against the strategic plan on a quarterly basis and making appropriate revisions to the plan.
- Updating the plan regularly to maintain momentum of the strategic plan and to maximize effectiveness.



FAMILY HOUSE BOARD OF DIRECTORS

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Senior Pastor
First Church of God

Tonia R. Pace, PhD, LSW

Executive Director
Family House



669 Indiana Ave.

Toledo, OH 43604-8005

Phone: 419-242-5505

Web: www.familyhousetoledo.org

Email: info@familyhousetoledo.org



Strategic Plan Consultant and Design by:
JAYRAMON LLC
www.jayramon.com