



JF&CS STRATEGIC PLAN 2017-2021



Vision

A community of people living to their full potential.

Mission

To transform lives.

Strategy

Guided by Jewish values, JF&CS provides best-in-class, person-centered solutions to address the dynamic needs of the Atlanta community.

GOALS & STRATEGIES

Goal 1: Enable and function as a Responsive and Adaptive Organization

- A. Solicit and Act on Feedback: Gather data (both qualitative and quantitative) from internal and external stakeholders as well as outside sources to assess performance objectively and address identified challenges and opportunities.
- B. Build Culture/Team: Create a culture that prioritizes the development of staff's ability to adapt quickly, work collaboratively, find creative and innovative solutions to challenges, and learn and develop professionally.
- C. Use data to support change: Build Agency capacity and resources to benchmark performance and address challenges and opportunities in a timely fashion.

Goal 2: Focus and Scale Programs to Maximize Impact and Efficiency of Program Delivery so that Clients Can Live to their Full Potential

- A. Focus: Serve the community in areas where the Agency has unique expertise, resources, and cultural alignment.
- B. Scale: Maximize organizational impact through collaboration by ensuring alignment between our resources and services and the scope of community need. (NOTE: Scope of services review would be tactic under this strategy.)
- C. Outcomes: Measure program outcomes to ensure they are achieving best-in-class results in efficiency, delivery of content and services, and client outcomes.

Goal 3: Achieve Sustainability through Diversified and Enhanced Funding Sources

- A. Diversified: Develop and implement comprehensive fundraising program prioritizing diversification, including efforts targeted to attract donors from different demographic groups; a variety of donor types (e.g., government, foundation, corporate); donations directed toward different uses; and funds acquired in different forms (e.g., planned giving, donor advised funds, sponsorships, fees for service).
- B. Enhanced: Create opportunities for new and existing supporters to build strong connections to the organization and its mission and to contribute in a way that is impactful and meaningful for them.
- C. Sustainability: Ensure Board members understand the importance of their active engagement in efforts to raise funds and recruit Board and committee members to ensure the fiscal and operational sustainability of the organization.