



home sweet home

furnishing hope

Home Sweet Home Strategic Plan 2025-2030

This strategic plan outlines Home Sweet Home's vision for the next five years (2025-2030), focusing on expanding capacity, ensuring financial sustainability, developing our people, strengthening leadership, enhancing community engagement, and securing funding for long-term growth. As a furniture bank dedicated to providing dignified home furnishings to under-served individuals and families, we aim to create spaces that support stability, comfort, and dignity while promoting sustainability through the reuse of gently used furnishings.

Strategic Goals

The following six strategic goals will guide Home Sweet Home's growth and development over the next five years. Each goal is supported by specific objectives and actionable strategies designed to enhance our impact and sustainability as an organization.

Goal 1: Enhance Capacity to Serve More Families

We will expand our facilities, increase transportation capacity, grow our staff and volunteer base, and improve operational efficiency to meet the increasing demand for our services.

- Expand facilities through lease vs. buy analysis and securing funding for a new warehouse by 2027
- Acquire 5 additional trucks by 2030 and optimize delivery routes
- Recruit 11 new staff members and double volunteer base by 2030
- Create operational blueprints and streamline donation processes

Goal 2: Ensure Financial Sustainability and Diversify Revenue

We will strengthen our financial position through diversified funding sources, increased major donor support, enhanced fundraising effectiveness, and improved financial management.

- Develop comprehensive fundraising plan including individual giving, corporate partnerships, and grants
- Explore alternative revenue streams such as recycling programs by 2030
- Establish a major gifts program by 2026
- Implement robust financial controls and explore long-term strategies like endowments

Goal 3: Develop and Support Our People

We will invest in our human capital by attracting and retaining qualified staff, enhancing volunteer engagement, and fostering a positive and inclusive organizational culture.

- Conduct annual salary and benefits reviews to ensure competitiveness
- Expand volunteer recruitment efforts and increase diversity through targeted outreach
- Develop and implement diversity, equity, and inclusion initiatives
- Create more flexible volunteer roles and provide continuous training

Goal 4: Strengthen Board Leadership

We will enhance board effectiveness and ensure mission alignment through strategic recruitment, ongoing training, and regular evaluation of performance.

- Recruit new board members with diverse skills and backgrounds
- Provide ongoing training and development for board members
- Evaluate board performance and implement improvements
- Regularly review and reaffirm the organization's mission, vision, and values

Goal 5: Strengthen Community Engagement

We will expand our community partnerships and strengthen our marketing and communications efforts to increase visibility and support for our mission.

- Cultivate relationships with key community organizations
- Identify collaborative programs with community partners
- Modernize website and social media presence
- Increase use of storytelling and impact data in communications

Goal 6: Secure Funding for Long-Term Growth Through a Capital Campaign

We will plan and execute a successful capital campaign to support our expansion and long-term financial sustainability.

- Conduct a feasibility study to assess campaign potential
- Develop a comprehensive campaign plan with timelines and strategies
- Recruit and train a dedicated campaign committee
- Cultivate major gifts from individuals, corporations, and foundations
- Ensure proper stewardship and recognition of all donors

Implementation of this strategic plan will be monitored through a comprehensive system of assigned responsibilities, detailed action plans, regular progress tracking, and annual evaluations. By focusing on these six interconnected goals, Home Sweet Home will be well-positioned to uphold its core values of respect, compassion, inclusivity, collaboration, and impactful service while expanding its reach and sustainability over the next five years. This plan represents our commitment to uplifting our community by providing dignified home furnishings to those in need. Through careful implementation and regular evaluation, we will transform houses into homes, reduce waste through furniture reuse, and create lasting positive change for the individuals and families we serve.