

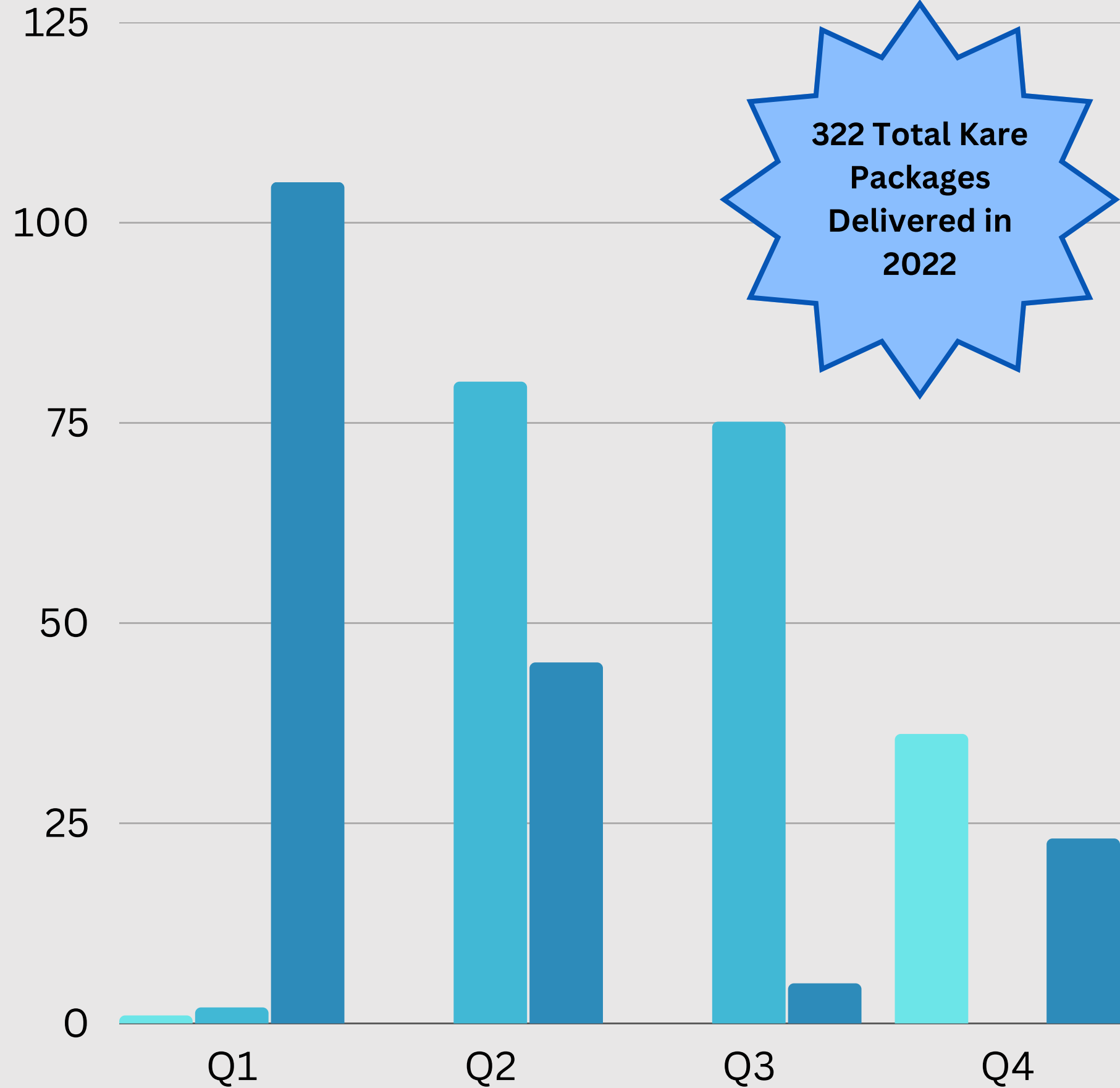


JOYFUL SMILES THRU FAITH

SHARING JOY THRU FAITH, ONE SMILE AT A TIME.

2023 Growth Goals and Five-Year Strategic Plan

2022 in Review



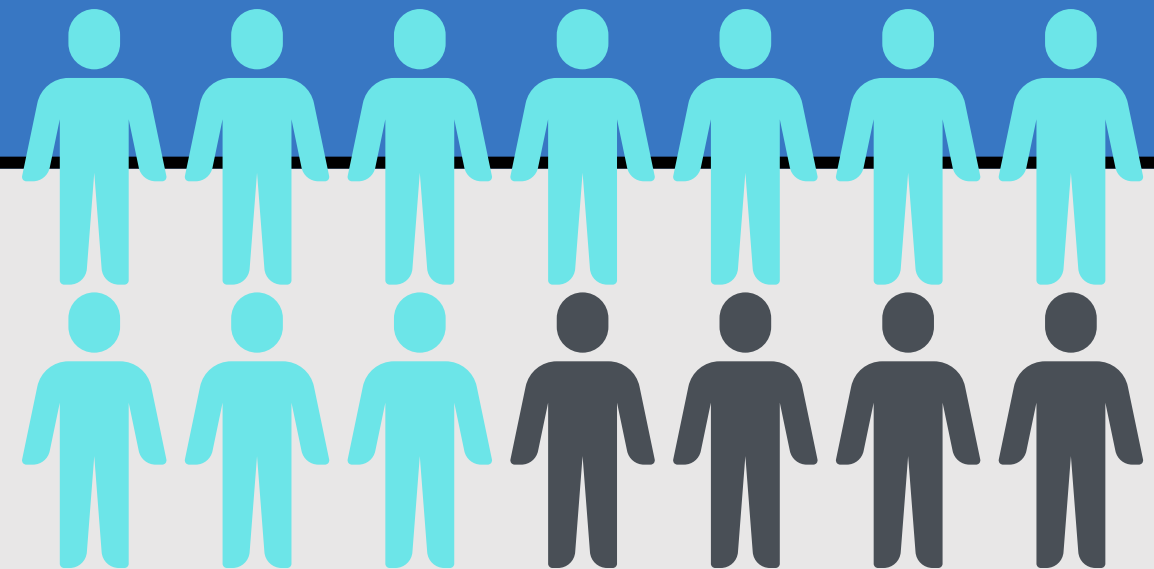
Partnerships

We partnered with the following organizations:

- Sunshine Communities, Inc.
- La Posada Emergency Family Shelter (Catholic Charities)
- Toledo Gospel Rescue Mission

Recruiting and Retention

- 2 new Board Members joined JSTF
- 8 Board Members remained with JSTF
- 4 Board Members resigned from JSTF



2023 Growth Goals

Goal #1

Transparency: Earning the GuideStar Platinum Seal of Transparency will provide donors and community members with accurate and honest information about JSTF.

How we will do this:

- Conducting DEI surveys each year
- Publishing strategic plans, goals, and financial reports

Additionally, we will publish financial documents and other information to our website for transparency.

- Quarterly Newsletter
- Financial Reports
- Annual Reports

Goal #2

Membership: Recruiting additional Board Members and volunteers will allow us to support program growth and expansion.

How we will do this:

- Reaching out to friends, family, and acquaintances who share an interest in supporting the JSTF mission and vision
- Building an extensive volunteer contact lists

Part of this goal requires JSTF to reach out to and maintain a strong relationship with the community.

Goal #3

Community Outreach: Establishing relationships with other organizations and businesses in the community will allow us to obtain partnership, sponsors, marketing opportunities, and volunteers.

How we will do this:

- Increasing social media presence and following to reach more than 10,000 people by the end of the year
- Producing a video showing what JSTF is and does
- Hosting new fundraisers and events

Goal #4

Kare Packages: Increasing the annual distribution of Kare Packages from the previous year's total by 310% to 1000.

How we will do this:

- Curating and proposing the new Baby-focused Kare Packages to partners
- Identifying how Kare Packages can be adapted to other experiences in children's lives

Part of this goal will require a re-evaluation of progress after Q2 to determine if we should increase our goal.

Goal #5

Anti-Bullying Program: Organizing and coordinating a program to stand up against bullying in alignment with the JSTF mission.

How we will do this:

- Forming a committee to research anti-bullying needs in the community and propose ideas
- Determining the budget to head the program
- Collecting appropriate resources and publicizing the program for the benefit of the community

Five-Year Strategic Goals

Goal 1

Increase JSTF funding to improve service ability and outreach in the Northwest Ohio and expand to Southeast Michigan regions

How we will do this:

- Form a committee that will focus on the research of organizations with similar missions and visions as JSTF
- Utilize our current networks and partnerships to reach out to potential contacts for major gifts
- Obtain publicity through news broadcast, social media, radio interviews, articles, etc.
- Form a grant writing position to assist in corporate or local, state, and federal grant opportunities

Goal 2

Purchase an appropriate delivery vehicle capable of transporting large quantities of Kare Packages and other supplies for events.

How we will do this:

- Funding from Goal 1 will be the primary source of capital to purchase the vehicle
- Research and determine total cost of a new vehicle, to be approved by the Board
- Ensure there is a secure location to park or store the vehicle when it is not in use

Goal 3

Purchase a building capable of supporting JSTF programs, events, and activities and with ample storage for resources.

How we will do this:

- Determine the property amenities that JSTF requires for an effective property (storage, office space, conference room, activities spaces, etc.)
- Funding from Goal 1 will be the primary source of capital to purchase the property
- Form a small group of volunteers familiar with real estate to conduct research on potential properties

Goal 4

Expand JSTF outreach in the United States by establishing a new chapter.

How we will do this:

- Research potential locations, which included contacting local organizations, hospitals, mental health centers, etc. to determine if the new chapter will fit with the community
- Form a committee to establish rules and regulations, roles and responsibilities, training, and assistance teams to govern new chapters
- Form a governing committee over the new chapter for start-up KPI and budgeting data analysis

Five-Year Strategic Plan

Year 1

Year 2

Year 3

Year 4

Year 5

Phase 1:

Increase JSTF funding to expand service ability and reach.

Research and establish relationships with local and regional organizations with similar missions to obtain corporate sponsors.

Primary capital fundraising goal over 5 years: \$10,000,000

Purchase a delivery van that will provide capabilities of moving large quantities of Kare Packages or supplies to partners.

Phase 2:

Use obtained finances to obtain a permanent physical location for operations and transition to paid employees.

Research potential real estate available and secure the building for use. Additional capital will be used for upgrades.**

Phase 3:

Secure the expansion and establishment of a new chapter outside of Northwest Ohio.

Expansion will take JSTF to the regional and national level, allowing us to reach more children in line with our mission.