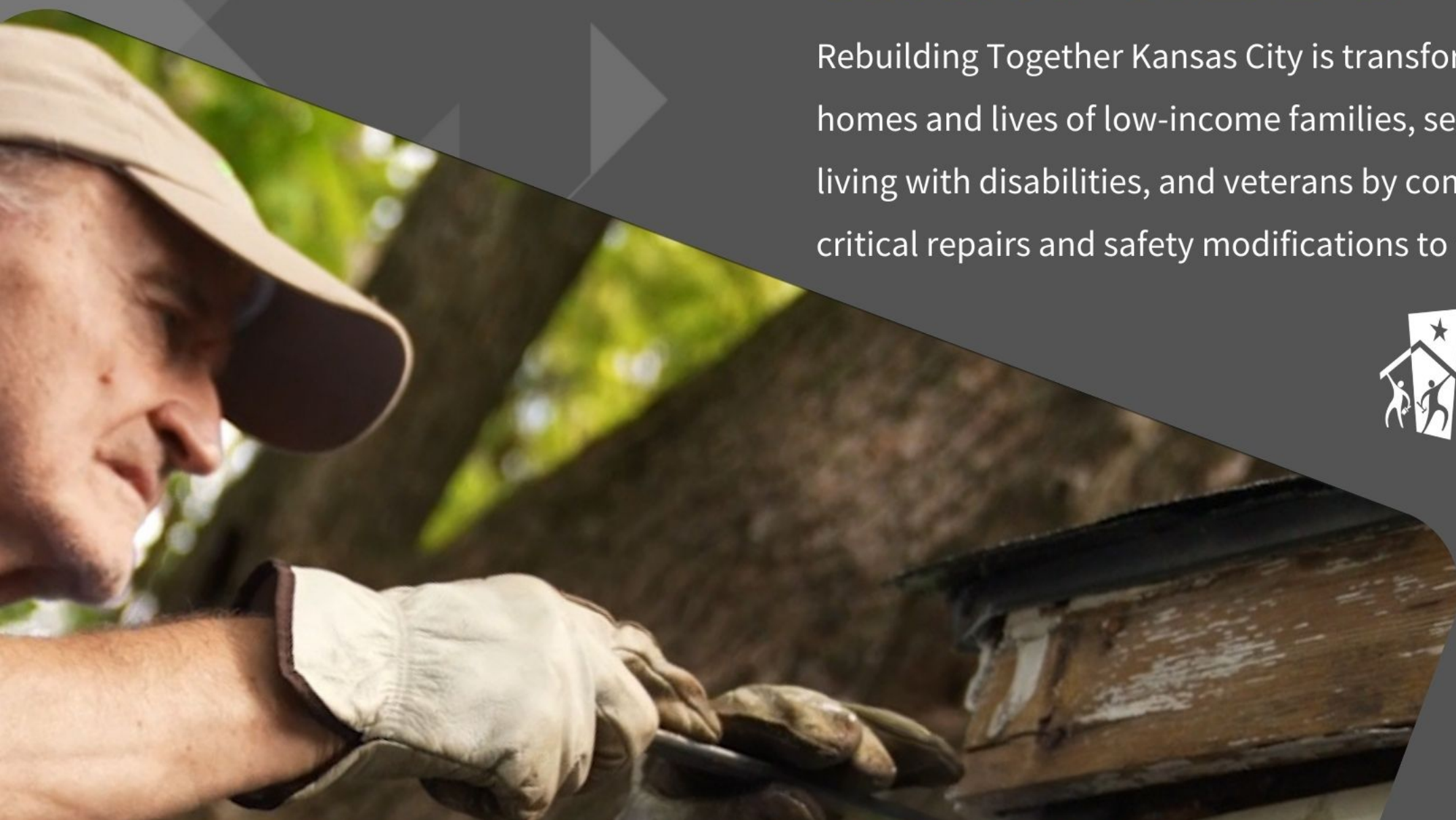




[RE]IMAGINING POSSIBILITIES

2024-2026 STRATEGIC PLAN



WHAT WE DO

Rebuilding Together Kansas City is transforming the homes and lives of low-income families, seniors, people living with disabilities, and veterans by completing critical repairs and safety modifications to their homes.





WHY WE DO IT

By making essential repairs, Rebuilding Together Kansas City is helping our most vulnerable neighbors in need live in homes that are safe, warm, affordable, livable, and accessible.





HOW WE HELP

- ★ Grab Bars & Handrails
- ★ Accessibility Modifications
- ★ Ramps & Low-Rise Steps
- ★ Stairs, Deck, & Railing Repairs
- ★ Flooring Replacement/Repair
- ★ And More!

WHO WE CURRENTLY HELP




Rebuilding Together Kansas City currently serves over **150 families** each year, primarily in Clay and Platte counties in Missouri. This work is accomplished by mobilizing over **250 volunteers** each year.



MOVING FORWARD

Key Initiatives



-  Improve Organizational Health
-  Secure Financial Sustainability
-  Increase Community Impact
-  Build Strategic Partnerships
-  Create Market Awareness



IMPROVE ORGANIZATIONAL HEALTH

Goal: Improve organizational health by ensuring that the Board and staff are equipped to lead Rebuilding Together Kansas City into the future.

Objective 1

Increase staff capacity

- Hire an additional project manager (1st Quarter 2024)
- Sponsor an AmeriCorps member annually (4th Quarter 2024)
- Assess staff capacity and plan new hires (4th Quarter 2025)

Objective 2

Update internal processes

- Develop dashboard to track key metrics (1st Quarter 2024)
- Revise RTKC's employee handbook (2nd Quarter 2024)
- Update staff job descriptions (2nd Quarter 2024)
- SOP/Training manuals for staff (4th Quarter 2024)
- Initiate paperless processes (1st Quarter 2025)



IMPROVE ORGANIZATIONAL HEALTH

Goal: Improve organizational health by ensuring that the Board and staff are equipped to lead Rebuilding Together Kansas City into the future.

Objective 3

Equip and train leadership

- Implement Board expectations (4th Quarter 2024)
- Implement Board training (4th Quarter 2025)
- All staff CAPS certified (4th Quarter 2025)
- Create former client advisory board (4th Quarter 2026)

Objective 4

Secure long-term stability

- Develop a succession plan (4th Quarter 2025)



SECURE FINANCIAL SUSTAINABILITY

Goal: Secure financial stability by ensuring that resources are available for RTKC to accomplish all initiatives in the short-term, as well as secure a long-term future.

Objective 1

Cultivate and grow individual giving

- Develop monthly donor program (1st Quarter 2024)
- Grow top 25 individual donors (4th Quarter 2024)
- Secure 500 individual donors (4th Quarter 2026)

Objective 2

Cultivate and grow corporate giving

- Identify and cultivate (5) new corporate sponsorships annually (2nd Quarter 2024)
- Secure underwriting to cover all Gala expenses (2nd Quarter 2024)



SECURE FINANCIAL SUSTAINABILITY

Goal: Secure financial stability by ensuring that resources are available for RTKC to accomplish all initiatives in the short-term, as well as secure a long-term future.

Objective 3

Expand donor engagement events

- Board and key supporters to host quarterly donor events (4th Quarter 2024)
- Develop 4th quarter events annually for potential donors; one in the Northland and one in Jackson County (4th Quarter 2025)

Objective 4

Secure long-term financial stability

- Grow “Legacy Fund” with \$500,000 in new contributions (4th Quarter 2026)



INCREASE COMMUNITY IMPACT

Goal: Increase community impact by annually increasing the number of homes repaired, hazards eliminated, and volunteers engaged.

Objective 1

Expand volunteer capacity

- Recruit and train (4) new ramp crew volunteers (4th Quarter 2024)
- Recruit and train an office volunteer team (4th Quarter 2024)
- Recruit and train a volunteer events team (4th Quarter 2024)
- Recruit and train a volunteer minor home repair team (4th Quarter 2025)

Objective 2

Increase repair projects

- Facilitate CAPABLE processes to accommodate (30) projects annually (4th Quarter 2025)
- Repair (300) homes annually (4th Quarter 2026)

Objective 3

Strengthen foresight and planning

- Develop a community revitalization plan (4th Quarter 2024)



BUILD STRATEGIC PARTNERSHIPS

Goal: Build strategic partnerships by identifying and cultivating key funding, contractor, and corporate volunteer partnerships.

Objective 1

Grow network of strategic community partners

- Identify and cultivate relationship with Jackson County partner (4th Quarter 2024)
- Pursue relationship with St. Luke's Hospital (4th Quarter 2024)
- Cultivate relationships with (5) new churches annually (4th Quarter 2024)

Objective 2

Recapture and/or grow past strategic partners

- Celebrate volunteers annually (3rd Quarter 2024)
- Re-establish relationship with developmental disability providers (4th Quarter 2024)
- Progress relationship with MARC and double funding (4th Quarter 2026)

Objective 3

Expand cadre of professional partners

- Identify and cultivate (5) new contractor partnerships each year (1st Quarter 2025)



CREATE MARKET AWARENESS

Goal: Create market awareness by consistently communicating a compelling story to a growing audience.

Objective 1

Build marketing strategy through planning

- Develop annual marketing plan (1st Quarter 2024)
- Develop social media strategy and content calendar (1st Quarter 2024)

Objective 2

Build and/or improve marketing collateral

- Update website and improve user experience (1st Quarter 2024)
- Produce and distribute quarterly highlight videos (4th Quarter 2024)
- Actively gather monthly client stories (1st Quarter 2025)

Objective 3

Increase brand awareness in the community

- Pursue media coverage for key projects and partnerships (1st Quarter 2024)



MEASURING SUCCESS

By 2026, we will...



- ★ Repair 300 Homes Annually
- ★ Activate 500 Individual Donors
- ★ Grow Legacy Fund by \$500K
- ★ Develop 10 New Partnerships
- ★ Recruit 15 New Corporate Sponsors



MEASURING SUCCESS

By 2026, we will...



- ★ Build 3 New Volunteer Teams
- ★ Increase Staff Capacity by 25%
- ★ Host 12 Donor Events
- ★ Grow Social Audience by 20%
- ★ Generate Media Coverage 4x a Year



MEASURING SUCCESS

By 2026, we will...



- ★ Recognize Volunteers Annually
- ★ Increase Giving of Top 25 Donors
- ★ Update Staff & Board Processes
- ★ Expand Presence in Jackson Co.
- ★ Recruit (10) New Church Partners



Become a
[Re]Builder[®]

**For more information on
how you can**

GIVE | SERVE | CONNECT

visit rebuildingtogetherkc.org!





**[Re]pairing Homes,
[Re]vitalizing Communities,
[Re]building Lives**