Strategic Planning & Goal Setting

Friday
June 23, 2017
8:30 am – 1:30 pm
Home2 Suites Hotel
Onslow Community Outreach
2017-2022

- About Us
- Mission
- Vision
- Program Goals
- Strategic Goals
- Structure
- Resources
- Vision 2022
About Us

- Founded in 1990, Onslow Community Outreach is a 501c3 organization. Programs are Soup Kitchen, Homeless Shelter, Caring Community Clinic and Christmas Cheer. Collectively, our programs inspire, empower and change lives of 8,000 vulnerable residents of Onslow County.

- The organization adds to the cultural offerings of Eastern North Carolina by sponsoring Onslow Oktoberfest. The festival is held downtown Jacksonville on the fourth Saturday in October and attracts about 12,000 patrons.
• Our mission is to provide for the critical needs of at-risk populations and to foster improved quality of life for all residents of Onslow County, North Carolina.

• To inspire, empower and change lives of at-risk and vulnerable populations.
Mission

- Health
- Homelessness
- Helping Neighbors
- Hunger
1. Improve food security among populations challenged with hunger.
2. Improve population health among uninsured and at-risk residents.
3. Ensure homeless persons have shelter and rehousing opportunities.
5. Give benevolence help to families during Christmas.
6. Support charitable programs through community fundraising and enhance the cultural offerings of our community.
1. **Stewardship and Financial Management**
   - Payoff purchase loan - $500,000
   - Raise money to renovate Services Center - $1,890,700
   - Sell the Segerman Center - $354,000 appraised value
   - Bid financial services and products every three years

2. **Invest in Human Capital**
   - Matching 401K Contributions
   - Supplemental Insurance ("Aflac" products)

3. **Reduce Utilities Expenses**
   - Implement green energy project at Services Center
4. **Soup Kitchen Vehicles Replacement**
   - Replace 2 vehicles

5. **Cultural change toward “Changing Lives”**
   - Community service that are dynamic, enterprising and self-sustaining. E.G., Farmers Market, housing counseling, and rehousing opportunities for homeless persons

6. **Realign organizational structure to strategic goals**
<table>
<thead>
<tr>
<th>Director Health Services</th>
<th>Director Food Assistance</th>
<th>Director Housing Programs</th>
<th>Director Development</th>
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</thead>
<tbody>
<tr>
<td>*Free/Hybrid Clinic</td>
<td>*Soup Kitchen</td>
<td>*Homeless Shelter</td>
<td>*Grants</td>
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<td>*Dental</td>
<td>*Nutritional Programs,</td>
<td>*Re-housing Opportunities</td>
<td>*Volunteerism</td>
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<tr>
<td>*Rural or Community Health Center</td>
<td>*Food Pantry</td>
<td>*Housing Counseling</td>
<td>*Special Events</td>
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<td>*Farmers Market</td>
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<td>*Management Assistance</td>
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</tbody>
</table>
• **Food Assistance Programs**
  ◦ Soup Kitchen, Nutritional Programs, Farmers Market, Food Pantry

• **Housing Programs**
  ◦ Homeless Shelter, Re-housing Opportunities Housing Counseling, Fair Housing

• **Health Services**
  ◦ Free/Hybrid Clinic
  ◦ Dental
  ◦ Rural or Community Health Center

• **Christmas Cheer**
  ◦ Toys, Bicycles, Food

• **Neighborhood Improvement**
  ◦ Social Programming, Assembly Flex Space, Information Workshops, Disaster Relief

• **Onslow Oktoberfest**
  ◦ 3-day regional festival
$1.8 Million Investment in New River
Significant financial investment, eliminating blight and attracting new consumers and services that support community revitalization.
Hub for expanded services that we already operate
The New River Neighborhood has been identified as a priority investment area for the City's community development program. Demographics in the area are 74% African American, 37% low-income households and the median income is less than $25,753.
Multi-purpose neighborhood resource center:
Future OCO Services Center

$1.8 MILLION INVESTMENT
In 2022, Onslow Community Outreach shall be a dynamic, well-run and benevolent organization that is inspiring, empowering and changing lives of at-risk and vulnerable populations in Onslow County.