



PURPOSE

To answer God's call in Matthew 25:35-36 and build trust-filled relationships that bring value, restoration, and hope to every person



VISION

To end imprisonment, one person at a time



MISSION

To empower and equip volunteers to build practical mentoring relationships with people affected by incarceration

VALUES



FAITH IN JESUS CHRIST

Unconditional love
Good stewards of all God provides
Servant attitude
Diplomacy



COMPASSIONATE RELATIONSHIPS

Empowering
Inclusive
Compassionate
Integrity



ORGANIZATIONAL PARTNERSHIPS

Volunteers
Donors
Government institutions
Community organizations



TRANSFORMED LIVES

Restorative
Innovative
Holistic



MEASURABLE OUTCOMES

Less recidivism
Committed volunteers & donors
Tracking program impacts
Achieving goals

STRATEGIC GOALS & OBJECTIVES



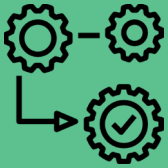
STRATEGIC GOAL 1: Establish and Empower Executive Leadership Team

- Establish clear leadership for each operational area of the organization
- Improve internal communications and departmental cooperation
- Cultivate purpose, vision, mission, and value statements among staff, volunteers, and communications materials



STRATEGIC GOAL 2: Improve Fund Development Strategy and Results

- Increase revenue from individuals, churches, businesses, foundations, and government grants
- Increase net income from thrift stores



STRATEGIC GOAL 3: Improve System Accuracy and Efficiency

- Implement new CRM system that better fits our needs
- Improve proficiency among staff using existing software tools
- Expand programs and CAMS reporting internally and externally



STRATEGIC GOAL 4: Solidify and Expand External Partnerships

- Establish partnerships with high-level organizations
- Improve collaboration with Indigenous people and organizations; grow participation and leadership among Indigenous people
- Increase partnership with churches



STRATEGIC GOAL 5: Expand Programs and Improve Volunteer Management

- Expand prison mentorship program
- Increase number of work release participants in stores
- Increase number of parolees successfully reintegrated into community
- Officially adopt NOLA (No One Leaves Alone) as an M2/W2 program
- Increase store revenue
- Improve volunteer engagement and management
- Continue investigating the potential for new programs, i.e., youth mentorship