



2026–2028 Strategic Plan

Building Futures. Empowering Families. Sustaining Hope.

VISION

To be changemakers working to end family homelessness through compassionate, innovative, and sustainable programming that empowers every family to thrive.

MISSION

To transform the lives of families experiencing homelessness by providing help, hope, housing, and healing that instills initiative, self-development, and accountability for meaningful growth.

STRATEGIC FRAMEWORK

1. PEOPLE — Building a Thriving Team and Community

Goal: Strengthen the capacity, leadership, and belonging of staff, board, and families.

Objectives

- Build a high-performing board with clear expectations, onboarding, and ongoing training.
- Foster shared leadership between board and CEO with regular collaboration on strategy, fundraising, and culture.
- Hire and onboard a Director of Program Impact to oversee Aspire and Thrive program staff.
- Establish Rainbow Village as a “workplace of choice” through transparent hiring, strong retention practices, and staff professional development.
- Improve annual performance reviews and leadership development plans for all staff.

Outcomes

- Employee satisfaction and retention improve annually.
- Clear succession plans for CEO and key leadership roles by mid-2026.

2. MONEY — Achieving Financial Sustainability and Growth

Goal: Build a stable, diverse, and growing financial foundation to sustain expanded operations.

Objectives

- Finalize a post-campaign sustainability plan for operations after Building Homes. Building Hope.
- Strengthen fundraising diversity through individual giving, corporate partnerships, grants, planned giving, and events.
- Expand Women’s Giving Circle to include sponsorships, networking, and annual microgrant celebrations.
- Explore earned income/social enterprise opportunities to generate unrestricted revenue.
- Maintain a solid cash reserve of at least 3–6 months of operating expenses.
- Enhance donor segmentation and stewardship using Salesforce.

Outcomes

- Annual revenue grows 10–15% per year.
- Unrestricted reserves cover at least 3 months of operations by 2028.
- Two successful signature events and one third-party fundraiser each year

3. PROGRAMS — Empowering Families and Measuring Impact

Goal: Deliver mission-centered, trauma-informed programs with measurable outcomes.

Objectives

- Use CaseBook and data dashboards to track outcomes for residents and alumni (1–36 months).
- Expand Rainbow Village Academy to include financial education, STEAM and NextGen Creators.
- Formalize THRIVE Alumni Program with mentorship, continuing education, and family support.
- Implement financial capability, mental health, and trauma-informed curricula across all programs.
- Scale Aspire programming and staffing to prepare for 36 new Phase II families.
- Evaluate all programs semi-annually to ensure alignment with mission and measurable outcomes.

Outcomes

- All programs demonstrate clear outcome data by 2027.
- 70% of families achieve stable housing and income growth post-program
- Rainbow Village Academy serves 75% of school-age residents and alumni families by 2028.

4. MARKETING — Inspiring Community Engagement and Advocacy

Goal: Strengthen Rainbow Village’s visibility, storytelling, and advocacy influence.

Objectives

- Develop a comprehensive communications and advocacy strategy highlighting program success, alumni voices, and systemic issues.
- Deepen storytelling culture: all staff, board, and alumni equipped as brand ambassadors.
- Launch social media and podcast storytelling initiatives (Village Voices, youth podcast).
- Expand community awareness through events in Gwinnett and surrounding counties.

Outcomes

- 25% increase in digital engagement and community participation.
- One new advocacy partnership by 2027.
- Clear, unified messaging shared by all staff, board, and partners.

5. STRATEGY — Expanding Reach and Sustaining Vision

Goal: Position Rainbow Village for long-term success through intentional growth and collaboration.

Objectives

- Complete construction and occupancy of Phase II apartments by 2027.
- Reimagine campus use (former childcare space, playground, common areas) to serve 66 families.
- Investigate strategic growth opportunities through partnerships, acquisitions, or mergers.
- Build robust data and evaluation systems for decision-making and transparency.
- Implement a three-year rolling strategic plan review with semi-annual updates and board oversight.

Outcomes

- Fully occupied Phase II units with strong resident outcomes by 2027.
- Strategic decision on partnership/merger opportunity by late 2026.
- Annual strategic review process is institutionalized across departments.

MONITORING & ACCOUNTABILITY

- **Leadership Team** develops annual workplans aligned to this plan, monitored quarterly.
- **Board Committees** (People, Finance, Programs, Board Engagement, Next Big Thing) align goals and dashboards to these five pillars.
- **Annual Impact Report** publicly shares results, stories, and progress.