

NFSB 2015-2018 Strategic Plan
Strategic Initiatives and Goals: Mid-plan update 2/2017

The Strategic Plan was launched in June 2015 and runs until June 2018. A mid-plan review was conducted and important progress noted in many of the six strategic initiatives and goals. As a result, we updated them as listed below. The revised goals will help us advance our mission to strengthen the emotional and social well-being of individuals and families through affordable mental health counseling and social service programs.

1. Ensure psychotherapy and social services continue to meet community needs

- A. Maintain awareness of emerging trends, community needs and ways NFSB can address them.
- B. Ensure major programming is reviewed annually to ensure effectiveness and appropriate utilization of services.
- C. Increase client access to NFSB social services and psychotherapeutic programs.

2. Ensure financial viability of psychotherapy and social services by growing our external funding sources.

- A. Nurture and sustain our loyal current donors and expand that base with a focus on attracting new demographics.
- B. Hold fundraising events and participate in community events to maximize funding.
- C. Develop and begin implementing a grant strategy, targeting grants from various sources.
- D. Develop and implement a plan to increase donations from the Annual Appeal, growing both the number of donors and the amounts of donations.

3. Ensure Thrift Shop remains a critical source of program funding by continuing to improve substantially its financial results

- A. Transform the Thrift Shop into a modern resale store.
- B. Transition to a new operations model while maintaining reliance on volunteers' commitment, skills and passion.

4. Continue to positively impact the lives of the less fortunate in our community by sustaining and growing the NFSB Food Pantry

- A. Ensure eligible Nutley residents are enrolled in and receive Food Pantry assistance.
- B. Ensure continuity of Food Pantry services.

5. Retain strong leadership and professional staff

- A. Provide a positive work environment and give a competitive compensation package to our staff.
- B. Ensure staff has qualifications, ongoing training, and development opportunities to provide the required services, and to further their careers at NFSB.
- C. Ensure the Board of Trustees reflects the diversity of our community and embodies the range of abilities needed for strong and vibrant leadership.

6. Develop and execute overall facilities plan to optimally deliver on our Mission and Vision

- A. Fully understand the physical status and capabilities of Bldg. 155 and Bldg. 172. Decide and make critical short-term improvements.
- B. Redevelop Bldg. 169 in cost-effective and flexible manner that accommodates user groups while positioning NFSB for future programming.