

STRATEGIC PLAN

2023

2027

MISSION

Providing community wellness and youth mentoring programs in historically marginalized communities.

VALUES

Respect · Community · Joy
Authenticity · Integrity · Innovation

STRATEGIC PRIORITIES

STRENGTHEN COMMUNITY CONNECTIONS

PROVIDE HIGH IMPACT PROGRAMS

CREATE SUSTAINABLE FINANCIAL PLAN

COLLECT & UTILIZE DATA EFFICIENTLY

ORDINARY HEROES



STRATEGIC GOALS

STRONGER COMMUNITY PARTNERSHIPS

ESTABLISH FINANCIAL STABILITY

STRATEGIC GOALS

STRONGER COMMUNITY PARTNERSHIPS

We are contributing to the work of creating a more equitable world. We can not be successful if we do not strengthen our partnerships in and outside of the communities we serve. Connecting with the people we serve and those that have already been doing this work is the only way we can create sustainable impact.



ESTABLISH FINANCIAL STABILITY

At Ordinarie Heroes, financial stability isn't just a key component in continuing our programs and services, enabling us to make better strategic decisions, or creating opportunities for growth, but it's also crucial in providing fair compensation to our team who works tirelessly to make our programs run.

STRATEGIC PRIORITIES

STRENGTHEN COMMUNITY CONNECTIONS

Increase visibility and awareness of OH brand in service areas. Create partnerships with schools and community spaces. Leverage online campaigns to create a better social media presence and engagement.

PROVIDE HIGH IMPACT PROGRAMS

Utilize best practices and program participant feedback to ensure programs are effective and high quality. Develop standard methods to measure the success of programs. Create a system to track program impact.

CREATE SUSTAINABLE FINANCIAL PLAN

Create fundraising initiatives that have realistic goals. Expand and strengthen Board of Directors. Increase the amount of individuals contributing to OH. Develop an organization wide system of financial reporting.

COLLECT & UTILIZE DATA EFFICIENTLY

Collect, analyze, and utilize data to inform organizational decision-making. Use and share data ethically, transparently, and with accountability. Explore and embrace new measurements of success.