



KCRM's Strategic Plan Summary



KANSAS CITY RESCUE MISSION
1520 Cherry Street
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www.kcrm.org

*future
direction*



Kansas City Rescue Mission



we have a **VISION** of service to our community...

People served by KCRM are able to live successfully on their own in balanced and interdependent lives with Christ.

(which is being realized through our **MISSION**,

KCRM is a Christ-centered community offering freedom and hope to the poor and homeless, empowering them to reach their full potential.

as we hold to our **VALUES**)

- God as our Source
- The Great Commandment & the Great Commission
- Dignity of the Individual
- A Holistic Approach
- Accountability for Success
- Integrity/Truthfulness
- Pursuit of Excellence

...that grows stronger as we achieve our **GOALS**.

Develop programs that support KCRM's organizational values

- ✦ Actively seek God as our strength and direction
- ✦ Pursue excellence in all KCRM activities and conduct

Empower clients to achieve balanced, interdependent Christian lives

- ✦ Aggressively address the needs of KCRM's Hispanic clients to include: chaplaincy, case management, education, community partnerships and substance abuse counseling. Offer Spanish language classes to KCRM staff.
- ✦ Facilitate client's mastery of life-skills to include training in: computer basics, GED certification, job readiness, finances and budgeting. Develop educational and vocational programs, job placement partnerships, supportive employment and transportation services.
- ✦ Offer productive, safe and healthy recreation and entertainment.
- ✦ Expand workforce development and self-sufficiency programs to include: client mentoring, supportive employment services and employment through community partnerships.
- ✦ Expand health services.
- ✦ Expand programs to include women, children and families.

Address the need for permanent, affordable housing

- ✦ Create permanent, affordable housing by developing partnerships with community agencies and housing providers and utilizing the skills of interested clients to renovate properties while learning a trade. Networking with community experts to provide supportive services and education for new homeowners.

Fuel KCRM's Vision with abundant resources

- ✦ Strengthen current funding streams including: individuals, churches, foundation and corporate grants, and planned gifts.
- ✦ Diversify Mission funding by: establishing an endowment, developing a major gifts program, sponsoring special events and launching a business to generate ongoing income.
- ✦ Develop KCRM's Volunteer Ministry by: clearly defining volunteer opportunities, formalizing orientation and training and identifying new volunteer sources.
- ✦ Increase community awareness through more aggressive public relations, developing a KCRM identity 'brand' and developing stronger relationships with the community, churches, institutions, funders and media.

Establish KCRM as an active community partner

- ✦ Develop partnerships with organizations interested in serving the poor including: colleges and universities, community and government leaders and agencies.
- ✦ Significantly strengthen and increase partnerships with area churches. Provide training to assist churches with integrating poor and addicted persons into the body. Utilize church expertise to meet common program needs.

Address KCRM facilities needs

- ✦ Consider parking, recreational facilities, additional classrooms, acquisition of a farm/ranch.