

# HOPE RESTORATION THROUGH INNOVATION

WITH DIGNITY

## ONE ORGANIZATION

### 1. PROMOTE AND PROTECT THE HVA BRAND

We will present ourselves as an organization that strengthens our community by addressing food insecurity, homelessness, housing, and abuse through innovation and in doing so, clearly demonstrate our cause, impact and charitable worth.

- ◆ We are committed to managing our image, controlling our messaging, and protecting our brand

## THE PARTNER AGENCY

### 2. GROW PROGRAMS & SERVICES

We will assess community trends in the areas of hunger, homelessness, affordable housing, rental assistance, utility assistance, domestic violence, elder abuse, human trafficking, and youth development, and respond with replicable programs and services that make a measurable impact, while constantly adapting and innovating to deepen and broaden that impact.

- ◆ Increase the number of programs and services offered throughout the Tampa Bay region

### 3. FOOTPRINT EXPANSION

We will be expanding HVA programs and services being provided in support of various communities within the West Central Florida Region. We will identify and take a stand on critical community issues consistent with our areas of focus, while proactively engaging community leaders, policymakers, influencers, and the general public.

- ◆ Establish and maintain relationships with government officials at local, state, and federal levels by consistent and regular communication

## THE THIRD PLACE

### 4. PROMOTE SUSTAINABILITY AND PHILANTHROPY

We will generate increasing amounts of donated financial support for the HVA mission, contributing to a healthy mix of earned revenue (social enterprise), grant support, and charitable dollars that are utilized to achieve impact. We will leverage the power of collaboration by forming relationships with other nonprofit organizations, government entities/agencies and businesses to build greater capacity for nurturing the potential of individuals and families, promoting healthy and safe communities, and fostering a sense of collective social responsibility.

- ◆ As the third place, we want to increase and diversify philanthropic support through our Appeal 365\* and other visibility efforts

