



VALUES

Joyfulness

Integrity (impartiality, fairness, honesty)

Excellence (progressiveness, evolving)

Humanity (compassionate, respectful, equity-promoting)

Stewardship (accountability, consistency, transparency)

Inclusivity (of thought, of culture)

Community (offering hope, collaborating)

VISION

The Outer Banks Relief Foundation will be visible, engaged, accessible and impactful in our community

MISSION

Assisting local families when tragedy strikes

STRATEGIC PLAN 2022-2024

GOAL #1: Ensure the sustainability of the organization through our programmatic and fundraising activities

Tasks: continue paying household bills for families facing tragedies; fund this program through meetings with new major donors, new monthly donors, new multi-year pledged donors, and new legacy society members; secure funding by stewarding and retaining current donors especially the leaders of the Throwdown, Links Ladies and all other outside fundraisers; execute our annual signature fundraising event, Couture by the Shore; conduct radio, print and digital advertising

GOAL #2: Enhance community awareness of OBRF and its mission in order to reach those most in need

Tasks: develop a cohesive strategy for brand awareness (differentiate from the Community Foundation, ICO); prepare flyers to be placed at various locations in the community; work with local radio stations and digital news sources; expand our social media presence; focus on specific underserved demographics; continue to work on ease of access to our services such as a simpler application process and Spanish language communications

GOAL #3: Sustain our current partnerships and create new win-win partnerships

Tasks: execute outreach activities to hospitality industry (cleaners), fishing industry, builders, landscapers, schools, Community Foundation, civic groups (chamber, rotary, etc.), medical professionals, the Community Services Collaborative

GOAL #4: Increase outreach to underserved/marginalized community members

Tasks: participate in Latino Resource Coalition and other organizations; make our application available in Spanish; identify translators

GOAL #5: Maximize our impact opportunities (in other words, give MORE relief funding)

Tasks: complete the tasks in Goals 1 – 4 so that we increase the volume of FONs and increase the amounts given to those in need; hone our criteria for when to give bigger gifts and to whom; improve how we track our own success meeting needs