



## Mission

We foster stability and self-sufficiency for Bellevue's children and their families through programs that provide food, clothing, education and emergency assistance.



## Vision

All students in Bellevue can focus on their education because their basic needs are being met.



## Values

**Relevant** to Bellevue's evolving needs.  
**Inclusive** of all individuals, acknowledging their value and dignity.  
**Compassionate** solutions delivered with respect, empathy and humility.  
**Accountable** to each other, our donors, and those we serve.



## Value Proposition & Proof Points

Bellevue's first human services organization with deep and established roots in the community.

Direct, wraparound services with low barriers of entry to assist children and their families.

History and philosophy of "neighbors helping neighbors" continues today.

All donor investments stay local and positively impact children in Bellevue.

Established relationships with the Bellevue School District create efficient and responsive solutions.



## Impact & Growth Strategy

- 1. Complement transactional services** with client follow-up and support.
- 2. Extend reach of client services** with community and school outreach.
- 3. Leverage membership circles and events** to build awareness of poverty in Bellevue.
- 4. Diversify revenue sources** from dependence on events to relationship-based investments from individuals, foundations and corporations.



## Year 1 Initiatives

Invest in **ongoing client follow-up** and staffing to support it.

Create a **community outreach** and ambassador program.

Build an **Investments & Partnerships team** to grow community and financial support.

Articulate an **advocacy agenda** to increase business and local government partnerships.

Develop **engagement opportunities for volunteers** and corporate partners.

Analyze **Thrift Culture contribution margin** to determine future operations and strategies.

## Metrics (leading + lagging)

Financial	Stakeholder	Organizational	Impact
<ul style="list-style-type: none"> <li>Annual growth</li> <li>Months of cash on hand</li> <li>Cost per dollar raised</li> </ul>	<ul style="list-style-type: none"> <li>Circle membership growth</li> <li>Corporate, foundation and individual investments</li> <li>Community partnership leverage to extend reach</li> </ul>	<ul style="list-style-type: none"> <li>Staff growth, retention, compensation and development</li> <li>Board outreach metrics</li> <li>Board diversification matrix</li> </ul>	<ul style="list-style-type: none"> <li>School attendance and graduation rates for underserved students</li> <li>Cost per client served vs. SROI</li> <li>Achievement gap reduction</li> </ul>