

STRATEGIC PLAN SUMMARY

This work reflects a shared commitment between board and staff to bring our vision to life, while demonstrating the importance of investing in JFCS. Together, we are increasing community engagement and visibility, building a sustainable funding model, and providing coordinated care that will create lasting impact for years to come. Together, we are shaping a stronger, more vibrant future for JFCS and the communities we serve.

Vision Statement

By 2035, JFCS will go from strength to strength and will be widely known across Bergen, Passaic, and Hudson Counties as the premier provider of essential human services for children, adults and families in the Jewish community and beyond. With an unwavering focus on mental health, support for older adults, and basic human needs, JFCS will be the provider of choice and the hub of coordinated care across our community. We will continue to serve as a critical safety net for the most vulnerable, ensuring the evolving needs of our community are met with compassion and dignity. To achieve this, JFCS will build a strong and sustainable infrastructure, cultivating a thriving leadership pipeline, deep community engagement, diverse and growing revenue streams, strategic partnerships, and optimally located sites.

Priority Area: **Community Engagement & Visibility**

- **Strengthen Marketing Infrastructure/Outreach Strategy**
- **Build & Launch Jewish Community Partnership Model**
- **Build & Launch Broader Proactive Community Collaboration**
- **Develop a Formal Board Leadership Pipeline**

Priority Area: **Coordinated Care & Impact**

- **Develop & Launch Access Point**
- **Scale & Focus Program Portfolio**
- **Conduct Space Planning Assessment**

Priority Area: **Financial Sustainability**

- **Strengthen Board's Role in Financial Resource Development**
- **Enhance Individual Giving Program**
- **Foundation, Corporate, & Government Relations**
- **Strengthen & Formalize the Endowment/Legacy Program**
- **Build & Scale Private Pay Models**