



Organizational Context Departmental Summary

Problem

What is the problem your organization is seeking to solve? What is the problem from the perspective of your constituents?

- Poverty is a condition we hope to change for our participants and, ultimately, for our entire community.
- Multiple problems exist from the perspectives of our constituents. (a) **Financial Instability** (b) **Lack of Motivation** (C) **Poor Decision Making** (D) **Lack of family support**
- Low-income individuals and families experience a great deal of financial hardships, which affects virtually every dimension of their lives.
- Intergenerational poverty derived from lack of gainful employment that provides a living wage means parents cannot provide their families with food, clothes, education and a stable place to live.

INTERNAL PROBLEMS

- Our ability to develop programs/partnerships that correspond with identified needs
- Lack of Effective Communication across all departments/programs

Solution

In 2-3 sentences, what is the solution that you have developed or are developing to meet that need?

- To eradicate poverty for those that we serve who are at risk being caught in intractable cycle of poverty
- We have established a whole family approach to our work that is focused on economic stability. For every family, each generation should be in a better position to reach their goals/dreams and achieve life-long success. In this country, a capitalist society that is based on economic strength.
- Creating partnerships with colleges to recruit Ed. graduating candidates
- Primarily providing the underserved infants, toddlers and children with early learning services that give them a foundation for success when they enter school. Providing parents the opportunity to train for a career, learn to manage their finances and support them in all aspects for caring for their families. Our Adult Daycare provides caregivers of older adults with a place their loved ones can come during the day to enjoy the activities offered with their contemporaries, a healthy meal and social engagement so they are able to work.
- Offering financial support with rent, utility services & food during periods of financial hardships and/or crisis
- Linkage and referrals to a network of community resources
- Offer FREE income tax assistance service

Unique Value Proposition

What truly sets us or your solution apart? What is your competitive advantage as an organization?

- Accountability and follow through
- Using the Whole Family Approach, our comprehensive family supports are in the areas of education, health and well-being, employment, and family economic security. No other agency does all of this within one campus.
- KC uses the 2Gn approach to serve the entire family. In addition, KC promotes education/skills training and focuses on career pathways

- Name and service quality recognition
- Solution is systems based, but focused on individual needs'
- Out competitive advantage is longevity, trusted-provider and flexible physical assets (locations/campuses)
- Consistency
- 125 year - commitment to service of those living in poverty
- **Competitive advantage** - As an organization we can combine financial capability strategies with existing programs, (e.g. housing, workforce development, family services or early childhood education & care) participants may show greater gains around financial capability itself. They may also achieve better outcomes in the program into which the services have been integrated. Our financial well-being affects, and is affected by, every other aspect of life. Building Financial Capability provides a roadmap for the integration of financial capability services into other social services which also aim to address poverty and builds greater self-sufficiency, and a critical step towards financial security.

Outcomes: *What are the long term measurable changes in your constituents or society you're seeking to achieve as an organization? What does success look like?*

- As an organization, we are working toward putting the **WHOLE FAMILY** on a path to economic security. Kingsley House focuses on the whole family and believes early education, economic supports, social capital, health, and wellbeing are the core components that generates an intergenerational cycle of opportunities for our families.
- Adults who are in need of day time care receive high quality care based on individual care plans
- Ensure that children birth to 5 will be Kindergarten ready—developmentally on target and ready to learn
- All families are equipped with knowledge and access to resources that will strengthen the family's chances for success, particularly economic success . . . families thrive therefore, the Greater New Orleans community thrives
- Since 1896, Kingsley House has always played a pivotal role in fostering programs that ensures that we're providing effective services that have meaningful impact on those we serve. By integrating financial capability services into our existing programs, we will enhance the organization's capacity to continue to help participants realize their financial goals. Financial capability plays a key role in helping individuals and families successfully navigate towards financial prosperity.

INTERIM GOALS/SOLUTIONS

- Becoming a multifaceted one-stop agency that meets the needs of participants and the community.
- Increase participant enrollment and attendance of existing participants
- Hiring and retaining qualified staff with competitive salaries
- Survey parents during intake to assess the need and form partnerships based on the highest needs identified.
- Ensure all updates/changes are communicated to all departments that the family services team works with
- Deliver Personalized communications that can influence change and promote positive morale in the workplace
- Develop more personal relationships with clients and their families

Planning Purpose: *What is the goal of this planning process? In 3-5 years what would measurable change look like internally or externally?*

- 3-5 years the measurable change would be 90% of parents transitioning out of the program better positioned in regard to finances, employment and housing if desired. Evidence of goals

- *being consistently met for families enrolled in KH programs.*
- *To witness families/participants truly thriving without the assistance of any federal dollars for low income families*
- *Video Testimonials from our families*
- *In 3-5 years we would be fully staffed in a way that makes sense for the organization as we move forward; changing with the needs of the community. Externally, changing as the needs of those we serve change—more workforce development, more life coaching for parents, perhaps a staff member to help find safe, affordable housing. If the parents are getting better paying jobs through our training programs, we need to also assist them in navigating the new world they will be living in.*

BIG QUESTIONS: What are some of the big questions currently facing the organization?

Services Meeting Community Needs

1. *Are services we currently provide intentional?*
2. *Do we have what it takes to continuously pivot to meet the needs of the community as times change?*
3. *How do we engage the community?*

Program Effectiveness

4. *Are we impacting and transforming the lives of our families/community?*
5. *Why are participants in ADC not coming on Fridays? How do we decrease elopement? Where do we recruit new participants from? Would volunteers help the organization?*

Organizational Effectiveness

6. *What will it take to reach the level of excellence desired?*
7. *How can we retain staff?*

Funding Needs & Opportunities

8. *How do we get more funding to provide more resources?*
9. *How can we increase staff?*
10. *Where are additional funding sources?*
11. *How can we retain donors?*
12. *How can we engage potential donors?*

Balancing Community & Staff Needs

13. *How will we properly respond to the “new” normal facing workforce and ensure that the needs of the community are not compromised?*
14. *How do we continue to have goals to change the community and also balance goals to change the way we work?*

Board Engagement & Leadership

15. *When will the board take a firm external leadership role. . . organizational lead fundraisers and ambassadors of the good?*

Communications & Positioning

16. *What and how will we manage our name change and articulate the poor and slow response to changing it once it was known we are named after a white supremacist?*