

Strategic Plan for Safe Haven Ministries CHX, Inc.

Years 2026–2031|

Executive Summary

Safe Haven Ministries CHX, Inc., is an interfaith, Charlevoix based, 501c3 non-profit organization. Safe Haven Ministries CHX, Inc. exists through serving individuals and families in need by building relationships, practical support, and community connection. This strategic plan provides a five-year roadmap to strengthen the organization's impact, deepen program effectiveness, and sustain viability. It is intended to guide board, volunteers, and supporters around a shared set of priorities while preserving the ministry's commitment to serving people of every background with dignity and care.

The plan is grounded in publicly stated information that Safe Haven Ministries CHX, Inc. is a nonprofit faith-based outreach ministry focused on meeting the needs of the working poor, under-resourced individuals, homeless men, children, seniors and community members who are hungry, or in despair, while inviting broader community participation through volunteerism, fundraising, and events. The strategy below translates that mission into clear priorities, measurable goals, and practical initiatives that can be adapted as the organization refines its programs and growth plans.

Organizational Context

Safe Haven Ministries CHX, Inc. current situation includes providing bi-weekly free breakfasts to the community served by volunteers and in conjunction with the Charlevoix Shirley Roloff Commission on Aging Center year round; providing food and shelter for homeless men in the winter months, November through March; providing food and activities for low-income families and children during 8-weeks of summer via the Games and Grubs program; providing free school supplies for Charlevoix area children prior to school start; and random acts of service as needs are presented to the board.

Safe Haven Ministries, Inc., is led by a several member volunteer board who represent various Christian churches. There is a board president, vice-president, secretary and treasurer along with board members. Each board member is a participating member of one

or more of the programs as a condition of membership. Board members may serve as operation or service leads. Board volunteers are from the Charlevoix community and are needed for all programs.

Safe Haven Ministries, Inc., exists financially on community grants, community organization donations, and individual donations. The current operating budget is \$45,000. This amount is fluid based on food costs, gas prices, and other operating costs.

As a growing nonprofit ministry, Safe Haven Ministries CHX, Inc. is operating in an environment defined by high community need, constrained resources, dependence on donor and volunteer support, and the need to build strong systems that support program consistency and accountability. At the same time, its faith-rooted and community-centered identity creates opportunities for trusted partnerships, local visibility, and direct service that responds quickly to emerging needs. This plan assumes the organization desires to increase both immediate impact and long-term sustainability.

Planning Framework

Mission: To love and serve His people through building relationships so that others may see Him.

Vision: To ensure low-income individuals in the Charlevoix area have food security, Charlevoix students have adequate school supplies and that homeless men have a place to stay in the winter months.

Core Values: Compassion, dignity, integrity, faith-informed service, accountability, collaboration, stewardship, and community impact.

Strategic Priorities for Years 2026–2031

Priority 1: Strengthen Program Impact and Service Delivery

Goal: Increase the consistency, reach, and effectiveness of direct services so that more individuals and families receive timely, high-quality support.

- Establish minimum service standards, intake procedures, follow-up practices, and documentation requirements.
- Identify unmet community needs and determine where the ministry can expand services or deepen specialization in each of our 5 programs (strategic pillars).
- Develop a simple client outcomes framework to track participation, referrals, completion, and short-term progress indicators.
- Create annual program reviews to assess effectiveness, lessons learned, and service improvements.
- Coordinate with other faith groups or organizations to expand food access to those in need.

Success measurements: number of individuals served, percentage of participants completing a defined service pathway (Breakfast club, Games and Grub, Night Light, Generous Acts of Bev, School Supplies) number of referrals successfully connected, client satisfaction trends, and documented annual program improvements.

Priority 2: Build Organizational Capacity and Operational Excellence

Goal: Develop the internal systems, leadership practices, and infrastructure needed to support responsible growth and reliable operations.

- Define board and leadership roles, decision rights, and strategic oversight responsibilities.
- Assign board members to lead program priorities or operations.
- Create or update core policies related to finance, program documentation, volunteer engagement, data privacy, and safeguarding.
- Assess current volunteer structure to identify critical role gaps and opportunities for role clarity.
- Implement basic dashboards for finance, fundraising, program delivery, and outreach activity.
- Develop annual operating plans and budgets aligned to this strategic plan.

Success measurements: board meeting attendance, policy completion rate, staff and volunteer retention, on-time reporting, annual budget variance within target range, and documented use of dashboards in leadership review.

Priority 3: Expand Funding, Partnerships, and Community Engagement

Goal: Diversify revenue and strengthen community relationships so the ministry can sustain and expand its work overtime.

- Create budgets for each of the programs: Breakfast Club, Games and Grub, Night Light, School Supplies and Random Acts of Bev/Service.
- Create a fundraising plan that includes individual giving, events, sponsorships, churches, grants, and recurring donations.
- Build a partnership map of faith communities, schools, social service organizations, local non-profit and for-profit businesses, and civic groups.
- Collaborate with other businesses for school supply drive.
- Standardize donor stewardship practices, including thank-you communications, updates, and annual impact messaging.
- Strengthen volunteer recruitment, onboarding, training, and recognition to increase long-term engagement.
- Develop a simple communications calendar for website, email, events, and community storytelling.

Success measurements: total revenue growth, percentage of revenue from diversified sources, donor retention, number of active partners, number of volunteers engaged, and event or campaign conversion rates.

Priority 4: Increase Visibility, Advocacy, and Community Trust

Goal: Strengthen the ministry's public profile and credibility so more people know how to access support, refer others, and invest in the mission.

- Clarify the organization's public message, service descriptions, and community value proposition.
- Collect and share stories of impact in a way that protects dignity, privacy, and informed consent.
- Develop consistent materials for churches, community partners, donors, and prospective volunteers.
- Increase participation in community events such as parades or festival booths, and local awareness efforts.
- Review website and social presence regularly to ensure information is accurate, current, and action oriented.

Success measurements: website engagement, referral source diversity, social and email engagement trends, number of outreach presentations, and partner feedback on clarity and responsiveness.

Implementation Roadmap

2026-27: Board approval of strategic priorities, finalize program definitions, clarify board and leadership roles, create annual fundraising and communications plans and begin tracking trends in outcomes and operational performance.

2028: Strengthen program consistency, expand partnerships, improve donor stewardship, refine volunteer systems, and continue to track trends in outcomes and operational performance.

2029: Evaluate progress against goals, scale the most effective initiatives. Begin plans to grow program

2030-31: Evaluate progress against goals, update the strategic plan based on results and community feedback, and position the organization for the next phase of growth.

Performance Dashboard

Area	Metrics	Review Frequency	Suggested Owner
Programs	People served, completion rates, referrals, satisfaction	Quarterly	President/Assigned Lead
	Breakfast Club—number of breakfasts served, number of volunteers, lessons learned, improvements		
	Night Light Shelter—number of participants, number of volunteers, lessons learned, improvements		
	Games and Grub—number of food bags distributed, number of volunteers, lessons learned, improvements		
	- School Supply Distribution—number of participants, number of volunteers, lessons learned, improvements - Random Acts of Bev/Service—projects undertaken		
Operations	Policy completion, reporting timeliness, staffing coverage	Quarterly	Assigned Lead
Fundraising	Total revenue, donor retention, recurring gifts, grant pipeline	Monthly	Financial Advisor and Vice President
Community Engagement	Number of volunteers, events, partner activity, outreach presentations	Quarterly	President or Operations Lead

Conclusion

This strategic plan gives Safe Haven Ministries CHX, Inc. a practical structure for aligning mission, programs, operations, and fundraising over the next five years. This strategic plan requires board approval. An annual review process should be put in place and documented. Approval shall be noted in the Safe Havens Ministry Board Minutes.