# 5 Year Strategic Plan

The Homeless Assistance Leadership Organization’s plan for continued success over the coming five years. This plan follows HALO’s mission to provide pathways to self-sufficiency for those experiencing homelessness in Racine County.

<table>
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<th>Objectives</th>
<th>Strategies</th>
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| To focus 80% of supportive services on the root causes of homelessness | Secure funding for a peer specialist program with the help of NAMI  
Train HALO staff to become qualified to address mental health issues |
| Strengthen internal organization for long term stability through staff hiring and training | Establish a HALO Staff performance appraisal system  
Establish a succession plan for all operations staff positions |
| To develop affordable housing options throughout Racine County | Work on programs offered by Federal, State, County, City and Private organizations to provide affordable housing options |
| To find alternative funding sources to support HALO’s administrative and shelter operating budget | Find new sources for non-government grants  
Build donor base via corporate partnerships |
| To increase community awareness of HALO and lead education on homelessness, poverty, addiction and hunger | Work to coordinate fundraising, mailing and outreach to the community, aiding in donor retention  
Be proactive in building communication between HALO and local community |
| To build an increasingly effective staff, board and committee in the organization | Recruit new board and committee members  
Develop protocols for finance, fund development and human resources |
| Develop the second floor to best support the HALO mission | Establish partnerships with interested local programs & begin capital campaign |