



JCCSLO Vision Plan

2010 (1 year)

In the next year JCCSLO will continue to grow in significant ways under its current structure. The primary focuses are to cultivate its donor base, increase its visibility as a nonprofit, and develop its leadership. JCCSLO will continue to host activities and services in venues throughout the county, and serve as a connecting point for Jewish organizations on its community calendar and representation on its Board and committees.

In re to 875 Laureate Lane, JCCSLO will design and promote its bridge/community spiritual garden project with Cal Poly. It will continue to host service days for the local Jewish fraternity/sorority. During 2010, the front office of the TNS building may convert back to a JCCSLO office to house marketing materials and be of use to JCCSLO/JFS officers.

Key goals include:

- **Visibility**
 - Maintain level of programming started in 2009, including 6 monthly programs, 4 holiday events, and 6 or more special events.
 - Increase number of co-sponsored events or projects with other Jewish organizations or other area non-profit agencies.
 - Promote bridge and community spiritual garden
 - Develop public relations campaign and succeed in publishing JCCSLO stories in local media and synagogue bulletins.
 - Conduct and/or host town-halls through the county to hear feedback on what community wants from JCCSLO, a potential facility, and its new JFS arm.
 - Executive Director and JCCSLO Board continue as major part of the visibility campaign and present to local service clubs and Jewish organizations.
 - Continue to use Chamber of Commerce and Nonprofit Support Center as ways to introduce JCCSLO and its ED to other nonprofits or local businesses for potential collaboration.
 - Continue to develop leadership capacity of Executive Director

- **Funding**
 - Secure underwriters for programs
 - Host robust Annual Campaign to increase private donations and memberships
 - Increase private donations by ten-fold. LY private donations came in a little over \$1000, the goal is to bring in \$10-50,000 in private donations.
 - Increase number of donors by proportionate amount.
 - Host event fundraiser(s)
 - Write successful grant proposals
 - Market funding for Jewish Family Services and Jewish Federation
 - Continue to build relationships with nonprofits as potential tenants on land (ie, Autism Center)

- **Capacity Building**
 - Establish formal budget, with set amounts for local administration and programming costs (advertising, Executive Director compensation), Jewish Family Services contribution, Jewish Federation contribution, and monthly land mortgage contribution.
 - Develop current Board members in fundraising and strategic roles



- Recruit new Board members
- Develop Board committees and their members: Jewish Family Services, Program Committee (including Speakers Bureau), Fundraiser Committee
- Recruit Volunteer Coordinator
- Recruit Campaign/Membership Coordinator

2015 (5 year)

Within 5 years, JCCSLO should be easily understood as the non-religious entity serving Jewish SLO County and the public at large. Programs and services will continue to be in venues throughout SLO county, unless a major donor is focused on funding a JCCSLO facility on the land. By 2015, the bridge/community spiritual garden should be constructed and programs developed around the space, keeping JCCSLO engaged in its property. Further, the office should be fully functional and understood as the public space of JCCSLO/JFS.

The focuses within the next five years remain the organization's visibility, diversified funding sources, and capacity building:

- **Visibility**
 - Maintain level of programming
 - Provide more youth programs: sports teams, dances, classes
 - Speakers Bureau is active and planned
 - Continue to co-sponsor events and projects
 - Promote bridge and community spiritual garden/add programs
 - Continue public relations campaign
 - Continue to engage in Chamber of Commerce and Nonprofit Support Center
 - Serve as the information clearing-house for events happening in SLO county's Jewish community
 - Digitize Jewish history of SLO county on JCCSLO website
- **Funding**
 - Sustain increase in private donations and membership levels
 - Continue to cultivate donors – current and new
 - Continue to secure program underwriters
 - Run regular Annual Campaign: local programming, Jewish Federation, Jewish Family Services
 - Host more mini-fundraisers
 - Write successful grant proposals
 - Continue to build relationships with nonprofits as potential tenants on land
 - Develop Legacy Program (ie, Land Donors)
- **Capacity Building**
 - Regularly report on formal budget
 - Develop current Board members in fundraising and strategic roles
 - Recruit new Board members: maintain all-county representation
 - Develop Board committees and their members
 - Build a strong volunteer program via the Volunteer Coordinator
 - Run a robust Annual Campaign and follow-through with members via the Campaign Coordinator
 - Jewish Family Services operation is up and running



2020-30 (10-20 year)

The key long-term goal for JCCSLO is sustainability. It is critical to develop a major donor base before embarking on a capital campaign, not to mention a needs assessment within the relevant economic/local climate. By 2020-30, there may be success in finding another non-profit to build on the JCCSLO property, or in a major donor funding a JCCSLO building in their name. Should the donor base be strong enough and the needs assessment for a facility result in a community demand, JCCSLO will embark on a capital campaign at this time. However, whether or not the organization succeeds in building a facility, the focuses remain constant: visibility, funding, and capacity building.

An added goal within funding is to secure a sustainable budget through endowed funds via JCCSLO donors. Further, the organization should be at a capacity level to help underwrite other nonprofit or synagogue programs that reach out the county at large.