



Angels & Sparrows: A Vision for 2030

Strategic Plan Executive Summary

OVERVIEW

Angels & Sparrows is a Huntersville–based nonprofit dedicated to filling plates and building futures. Through two core pillars, Food Security and Education Programs, Angels & Sparrows helps families overcome systemic barriers and work towards a secure future.

In partnership with PMA Nonprofit Leadership, Angels & Sparrows engaged in a comprehensive strategic planning process to guide the organization through its next phase of growth. The resulting Vision for 2030 Strategic Plan is mission-aligned, grounded in community input, and focused on strengthening internal capacity while deepening impact.

STRATEGIC PHILOSOPHY

The Strategic Plan is a thoughtful progression that balances ambitious growth with the need to reinforce our organizational foundation. It focuses on three core priorities: **Organizational Excellence, Revenue Growth & Sustainability, and Marketing & Communication Strategy.**

CORE PRIORITIES

Organizational Excellence

We thrive when our leadership and staff are empowered to drive our mission forward.

Board Stewardship: Enhance board involvement, sense of ownership, and accountability in fundraising.

Operational Strength: Reinforce internal policies, leverage technology for better decision-making, and attract and retain a strong, high-performing staff.

Financial Resilience: Optimize budget management and maintain at least six months of operating reserves.

Fundraising Growth & Sustainability

Securing our future impact requires a diversified and reliable funding base.

Revenue Diversification: Expand foundation grants, explore earned-income initiatives, and maximize corporate partnerships.

Donor Pipeline: Grow the monthly giving program and implement a major gifts strategy to identify and cultivate high-level supporters.

Reserves: Decrease reliance on short-term, event-based fundraising in favor of sustained, predictable giving.



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Marketing & Communication Strategy

We are committed to telling our story effectively to deepen connections with our community.

Brand Identity: Develop a comprehensive brand guide and messaging strategy to ensure consistency across all platforms.

Targeted Engagement: Implement segmented donor communication and leverage data analytics to increase visibility and trust.

Impact Storytelling: Increase awareness through mission-driven content that highlights the real-world outcomes of our work.

THE ROADMAP TO 2030

Our implementation follows a phased rubric to manage progress internally:

Phase I (Laying the Groundwork): Assessing strengths, evaluating current branding, and developing data-driven tracking methods.

Phases II–IV (Growth & Implementation): Introducing new fundraising techniques, expanding digital storytelling, and strengthening multi-year funding commitments.

Phase V (Readiness): Evaluating leadership readiness and internal capacity for a major capital campaign.

VISION FOR THE FUTURE: A New Community Hub

This plan positions Angels & Sparrows to responsibly pursue a future Capital Campaign centered on a long-term community asset: a single facility that unites our programs and team. A shared space will allow us to serve families more seamlessly, respond to growing needs, and strengthen our ability to walk alongside the community for generations to come.