



Volunteer Alexandria
GLOBAL NETWORK AFFILIATE

STRATEGIC PLAN FY 2022-2024: MISSION, VISION, AND VALUES STATEMENT

Volunteer Alexandria, a 501 (c)3 nonprofit organization, is your Community Resource for Volunteerism. Since its founding in 1980, Volunteer Alexandria has served as a link between individual and group volunteers and area nonprofit organizations and City agencies in need of support. Volunteer Alexandria works in partnership with nonprofits, government and the business community to inspire people to volunteer, and to engage volunteers in activities that in turn strengthen our community.

Our Mission:

Inspire and mobilize people to volunteer for a stronger Alexandria community.

Our Vision:

All are engaged to make a difference in Alexandria through volunteering.

Our Values:

People – We believe that through volunteer service people have the capacity to enrich their own lives and improve the quality of life in Alexandria. Volunteer Alexandria believes an active volunteer community creates an environment in which all people thrive.

Diversity – We recognize all people have time and talents to share, and that Alexandria is strengthened when people connect across differences through volunteer service.

Equity – We believe in fair access, opportunity and advancement for all people. Volunteer Alexandria strives for a community where all people can thrive regardless of skin color, ethnicity, age, gender identity, sexual orientation, or citizenship status.

Collaboration – We realize that Volunteer Alexandria is at its best when engaged in collaborative efforts which bring together individuals, neighborhoods, schools, businesses, government, nonprofit, faith-based and other community organizations to achieve a common vision of a better Alexandria.

Excellence – We commit to implementing innovative and effective strategies, holding ourselves accountable for results, and sharing knowledge and best practices with others.



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Strategic Plan FY 2022-2024

➤ **Strategy #1: Establish Volunteer Alexandria as a leader by educating the community on the importance of volunteerism and engagement.**

- Establish, maintain and grow volunteerism and engagement through education across the City
 1. Nonprofit executive director relationship management, networking, orientation, and training
 2. New resident and corporate engagement
 3. Provide training to individuals and businesses in all neighborhoods
 4. Conduct targeted outreach in Black and brown neighborhoods

➤ **Strategy #2: Raise awareness of volunteer opportunities in Alexandria.**

- Become the “go to” resource for high quality and trained volunteers in the Alexandria community
 1. Provide and promote impactful volunteer programs and opportunities in all neighborhoods
 2. Implement and grow a robust community and business partnership plan with a focus on the needs of the community

➤ **Strategy # 3: Grow and maintain a sustainable and financially viable volunteer management organization.**

- Generate positive outcomes in volunteerism in the Alexandria Community
 1. Create an anti-racist organization
 2. Grow fundraising through grants and individual donors
 3. Maintain 100% board participation in giving and stewardship of organization
 4. Plan, execute and grow revenue-generating events



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Strategic Plan FY 2022-2024 Metrics

Strategy 1: Establish VolAlex as a leader by educating the community on the importance of volunteerism

Strategy 2: Raise awareness of volunteer opportunities in Alexandria

Strategy 3: Grow and maintain a sustainable and financially viable volunteer management organization

Metric #1:

- Maintain and grow registration & conversion rates of HandsOn Connect Volunteer Registration Portal look up baseline from FY2021
- Measure engagement of individuals and business partnerships with a 75% satisfaction rate via survey
- Create two trainings for volunteer managers/professionals with a 75% satisfaction rate via survey
- Host quarterly orientations on civic engagement covering all Zip codes

Metric #2:

- Promote opportunities and increase **XX%** from baseline (website, NL, social media, media)
- Measure and evaluate the ROI of annual events and brand recognition to further grow Volunteer Alexandria
- Create and implement a community and business partnership plan that result in new engagements

Metric #3

- Board Giving with the goal of 100%
- Measure grant reporting, including previous and new grant applications, and measure the number of grants awarded and amounts funded (Restricted and Unrestricted)
- Identify and monitor major donors (Gifts greater than \$200) and new donors added to the Donor database
- Provide Accurate Financial Reporting; Budgeting and Budget Variances at all Board Meetings
- Board reflects the diversity of the community
- Anonymous board, staff, and internal volunteers survey reflects VolAlex is a anti-racist organization