



Ferrington Cares Purpose, Mission and Core Values

Purpose: The purpose of Ferrington Cares (FC) is to provide information and services to all residents of the Ferrington Community that will facilitate the health, safety and independent living activities of those residents on a non-profit basis. FC operates exclusively for charitable and educational purposes and in a manner consistent with Section 501(c)(3) of the Internal Revenue Code.

At Ferrington Cares, our mission and core values are at the heart of every decision we come to and action we take:

Mission: Ferrington Cares, through its volunteers and staff, exists to provide information, services and activities that foster the health, well-being and independence of the residents of the Ferrington community.

Core values:

At Ferrington cares, we are:

1. Service oriented
2. Knowledgeable
3. Financially responsible
4. Community funded
5. Powered by volunteers

Ferrington Cares Strategic Plan: 2015-2017

The three year strategic plan that follows does not follow a typical strategic plan format. Rather it was developed as a working document that will direct organizational activities and decision making over a three year period. Because the period covered by the plan is relatively short, it is based on a mission and core values rather than a longer term vision statement.

In order to be sure that the Strategic Plan is a working document, the Ferrington Cares Board will:

- Review the plan and our progress in achieving tasks bi-monthly as a part of regular Board meetings.
- Revise due dates and reassign responsibilities when appropriate and as approved by the Board.
- Add additional tasks to years 2016 and 2017 as prior year tasks are completed or altered and future opportunities develop.
- Monitor the environment in order to update current tasks and as a basis for future strategic planning.

As a part of its three year Strategic Plan, Ferrington Cares will address the following tasks, listed below by year. This list does not included actions/activities that are already regularly scheduled. Each task has been assigned to an overseer on the Board. That individual will ensure that there is progress on the task, often by recruiting individuals or committee members with expertise in the requisite area. In situations where a task has been completed or is in progress, that fact indicated after a slash on the task list.

In 2015, our strategic planning focus will center on four main areas:

1. Programs & Services
2. Communication & Marketing
3. Administration
4. Finances & Fundraising

Examples of a few of the 2015 initiatives that address our strategic planning focus are:

1. Exploring new and inventive programs and services
2. Educating our community about what Fearington Cares currently offers
3. Investigating additional approaches to better communicate with the Village.
4. Reviewing and revising bylaws, policies and procedures
5. Considering additional funding sources

2015 Tasks
Develop core values/mission statement/Completed
Create a 3 year Strategic Plan/Completed
Set task due dates/ In progress
Explore necessity for and utility of advisory groups for specific activities
Review and revise bylaws/In progress
Review and revise policy and procedure manual/In process
Develop archives that include appropriate current and historical records
Develop a system for the annual report and content
Complete an organizational liability analysis
Define/implement relationship with community groups over the next three years
In collaboration with FHA, review physical plant needs
Develop list of Community meeting outcomes/Completed
Distribute findings to Board/Completed
Clearly communicate FC funding sources to community /In progress
Propose ways to better publicize FC activities & services
Identify one owner of the website content and updates
Schedule and plan an annual education event about what FC offers the community/In progress
Draft and distribute a one page description of FC services to residents/In Progress
Community meetings/Completed
If the Board approves the activity, develop a list of local health care providers
Explore at least three new/innovative FC services
Work with the Board to define the term "vetting"
Monitor the environment for long term planning needs beyond the 3 year plan
If Board determines it to be appropriate, and in collaboration with FHA develop and propose a vetting process

A detailed annual one page summary detailing plan focus areas and examples of specific activities to be undertaken will be shared early in 2016.

2016 Tasks
Explore feasibility of extended hours for FC - report back to board. If feasible, pilot test FC extended hours
Develop a system for gathering and retaining records
Continue exploration of necessity/utility of advisory groups for specific activities. Develop appropriate groups
Identify those records to which FC needs regular and recurrent access
Define/maintain relationship with community groups over the next two years
Monitor the environment for long term planning needs beyond the 3 year plan
Identify role that fundraising should play at Fearrington Cares
If additional fundraising is recommended, propose three alternate funding models
Re-negotiate agreement with the Carlson Fund
If the Board approves the activity and in conjunction with prior work on vetting, develop a list of service-related vetted vendors
Evaluate current/existing services and report outcomes to the Board
If the Board approves the activity, develop a yet to be determined list of local health care providers
Continue development of new/innovative services

A detailed annual one page summary detailing the plan focus areas and examples of specific activities will be shared early in 2017.

2017 Tasks
Define/maintain relationship with community groups over the next year
Continue exploration of necessity/utility of advisory groups for specific activities. Continue to develop appropriate groups
Monitor the environment for long term planning needs beyond the 3 year plan. Use some information to develop a new strategic plan.
Complete re-negotiation of the contract with the Carlson Fund to cover post 2017 years.