

LIGHTHOUSE FOR THE BLIND OF THE PALM BEACHES

5 YEAR STRATEGIC PLAN 2010 - 2015

MISSION STATEMENT

To assist persons who are visually impaired to develop their capabilities to the fullest and to utilize them in the pursuits of life which are the right and privilege of all.

GOAL 1: INCREASE FINANCIAL STABILITY

Strategic Objectives	Activities	Staff	Dates to Accomplish
1A. Sell old Lighthouse building	Save costs of building maintenance & depreciation by finding buyer & facilitating sale	Marvin Tanck, CEO & Realtors	2011
1B. Expand fund raising programs to raise 50% of operating budget.	Develop new fundraising initiatives	Cal Miller, VP Marketing & Fundraising	2012 - 2015
1C. Build an endowment of \$1,000,000.	Develop a program of Planned Giving & Bequests	Cal Miller, VP Marketing & Fundraising	2014

GOAL 2: INCREASE SERVICES OFFERED

Strategic Objectives	Activities	Staff	Dates to Accomplish
2A. Develop Summer Camp Program for Youth	Identify funding source, complete program itinerary and initiate program activities.	Cal Miller & Susan Bykofsky Mary Allen and Lighthouse staff	Summer 2011
2B. Develop Transitioning Youth Program	Negotiate contract with DBS, hire certified staff and develop program activities.	Mary Allen and Lighthouse staff	2012
2C. Develop services for Blind Babies	Identify funding source, hire certified staff, complete program itinerary and initiate program activities.	Cal Miller & Susan Bykofsky Mary Allen and Lighthouse staff	2014