

A photograph of a smiling man wearing a colorful hat, sunglasses, and a white t-shirt with a blue leaf graphic, holding a young girl. The girl is wearing a white shirt with a star tattoo and is playing with a colorful plastic ring structure. In the background, there are white tents and a blue banner that says "hopelink".

2027-2029 Strategic Plan

hopelink

Introduction

Hopelink is a Community Action Agency serving King and Snohomish counties in Washington State.

Welcome to Hopelink's Fiscal Year 2027 to 2029 Strategic Plan, our guide for strategic and operational success over the next three years. We will focus our efforts on building on organizational strength for future growth, strengthening connections to community throughout our region and beyond, and increasing the impacts of our mission-driven work.

This plan will guide our continued progress in building stability, strength, and capacity for growing our impact during a time of fiscal and policy uncertainty. We will keep our focus on our neighbors experiencing poverty and how our services, partnerships, and advocacy can improve lives.



Our Vision

A community free of poverty

Our Mission

Hopelink equips people to exit poverty through comprehensive services, impactful partnerships, and advocacy for equitable opportunities for all.

Our Values

Growth & Human Potential

We identify and implement opportunities for staff, clients, and volunteers to learn & grow.

Culture of Belonging

We foster a welcoming environment where everyone's diverse beliefs and perspectives are respected, valued, and used to strengthen our programs and systems.

Community-Centered

We center our community in everything we do, building strong connections with staff, clients, and partners to support resilience, equity, and collective well-being.

Relationships Built in Trust

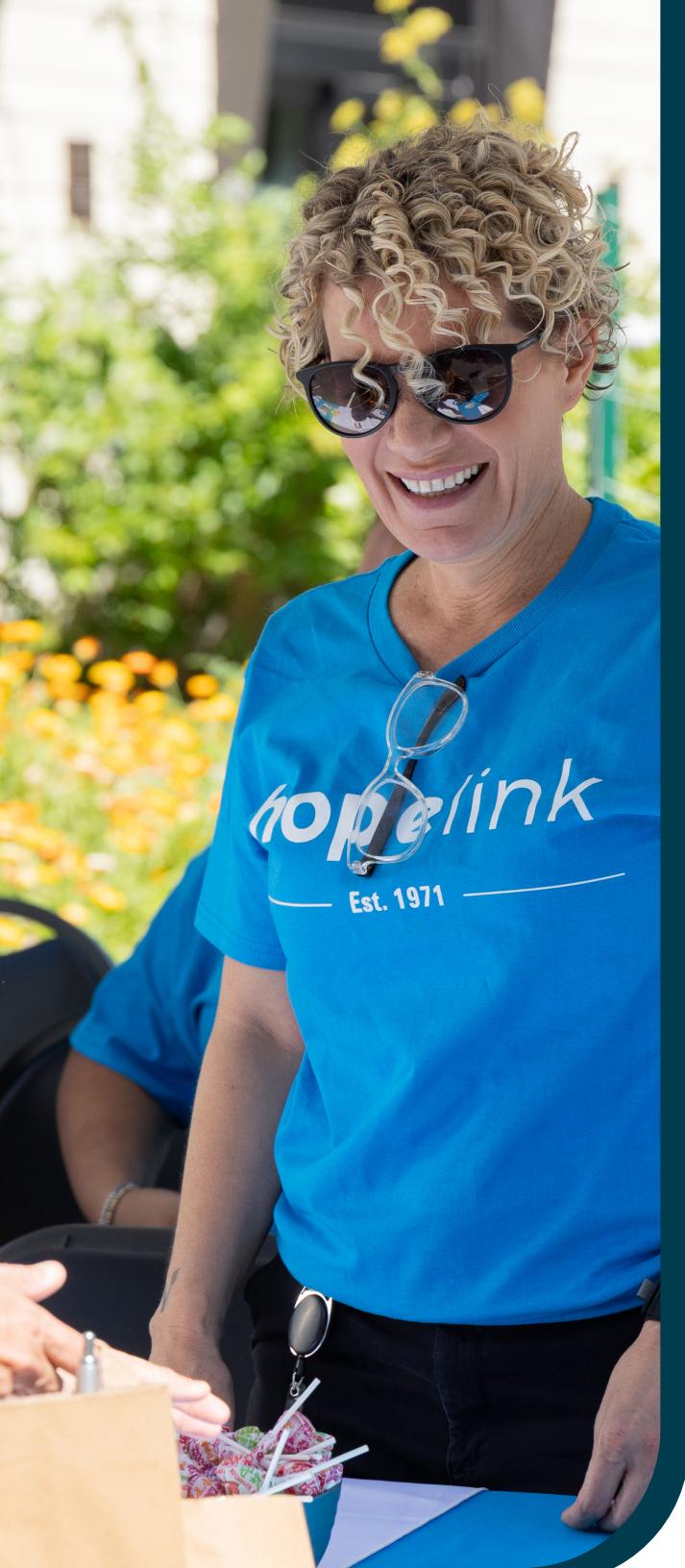
We demonstrate integrity by honoring confidentiality and being transparent and responsible.

Quality of Our Work

We pursue excellence in all we do by using proven practices and systems that are continually evaluated.

Fiscal & Data Stewardship

We responsibly manage Hopelink's fiscal and data resources, ensuring transparency, security, and sustainability in an ever-changing environment.



Organizational Resilience

Ensure Hopelink's people, finances, technology, and facilities remain strong, secure, and flexible as community needs evolve.

- Strengthen long-term financial sustainability by maintaining diverse revenue sources and building reserves to protect and expand essential services.
- Invest in a thriving staff team through competitive compensation, strong benefits, comprehensive training, professional growth pathways, and meaningful recognition.
- Support our powerful volunteer workforce with enhanced training and recognition.
- Continue to grow and mature Hopelink's technology and data systems to protect information, streamline workflows, support staff, and improve the user experience.
- Develop and implement a strategic real estate and facilities plan to ensure all Hopelink spaces are well-located, efficient, welcoming, accessible, and trauma-informed.

Powered by Community

Strengthen relationships with communities, partners, and donors to support shared impact.

- Deepen relationships across geographic, ethnic, cultural, and faith communities, with emphasis on areas where awareness of Hopelink needs to increase.
- Facilitate opportunities for transformational giving and other high-impact donor investments.
- Build public understanding of the drivers and complexities of poverty and increase awareness of Hopelink services. Mobilize community support for effective solutions.
- Coordinate advocacy and public education with partners to advance equity and opportunity to exit poverty.
- Strengthen partnerships with nonprofits, government, health, education, and the business community to increase collective impact.





Mission-Centered Impact

Measurably improve lives and ensure every program moves people closer to stability and independence.

- Strengthen program continuous improvement practices and prepare all agency services to scale for increased community impact.
- Advance a clear advocacy strategy that improves policies and funding for community members experiencing poverty.
- Strengthen the annual program evaluation process to guide program improvement and organizational investment, utilizing empirical data, community feedback, trauma-informed practice, and equitable approaches.



Thank you to the 2027 – 2029 Strategic Planning Committee Members

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HopelinkHelps



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425.869.6000 | 8990 154th Ave. NE, Redmond, WA 98052 | hopelink.org

Hopelink is a registered 501(c)(3) organization