



**Build  
WyCo**

# More Than...

2023 - 2026 Strategic Plan

**Our Mission** Invest in the power of our neighbors to build communities that thrive for generations.

**Our Vision** An abundant, inclusive and welcoming community where every person can feel at home in a neighborhood they love.



<b>Development Impact</b>	<b>Community Engagement</b>	<b>People &amp; Culture</b>	<b>Financial Strength</b>	<b>Continuum Operations</b>	<b>Brand Marketing</b>	<b>High-Performing Board</b>
<p><b>Generate equitable impact by investing in people and places</b></p> <ul style="list-style-type: none"> <li>Develop diverse housing types for all incomes, especially families with limited income</li> <li>Build and develop in more KCK neighborhoods</li> <li>Prioritize existing residents to prevent displacement</li> <li>Expand strategies and programs that increase homeownership access</li> <li>Invest in catalyst mixed-use development projects</li> <li>Innovate practices that improve residents' health, protect the environment, and preserve historic places</li> <li>Expand development capacity</li> </ul>	<p><b>Promote thriving communities through the arts, health, and neighborhood capacity</b></p> <ul style="list-style-type: none"> <li>Embed a community-engaged mindset in every organizational department</li> <li>Expand and connect community engagement &amp; development programs</li> <li>Develop mutually beneficial volunteer opportunities</li> <li>Engage in targeted policy advocacy</li> </ul>	<p><b>Nurture an inclusive culture of excellence</b></p> <ul style="list-style-type: none"> <li>Invest in professional development, higher education, and career advancement</li> <li>Strengthen retention and succession planning</li> <li>Reinforce talent acquisition program by offering a competitive compensation package</li> <li>Entrust our whole team to build our organizational culture and own our work</li> </ul>	<p><b>Advance sustainable organizational growth</b></p> <ul style="list-style-type: none"> <li>Improve financial operating procedures to increase internal business visibility</li> <li>Strengthen fiduciary and compliance systems</li> <li>Fund personnel budget with earned and reliable annual appropriations</li> <li>Grow philanthropic revenue</li> </ul>	<p><b>Optimize our operations for growth</b></p> <ul style="list-style-type: none"> <li>Sustain partnerships that increase the effectiveness of our work</li> <li>Expand the use of technology and SOPs that support improved operations</li> <li>Invest in infrastructure, including facilities and equipment, to support healthy operations</li> <li>Build a culture of data-informed decision making</li> <li>Support high-performing committees</li> </ul>	<p><b>Develop a mission aligned brand identity to drive stakeholder engagement</b></p> <ul style="list-style-type: none"> <li>Develop a public brand that is recognized and valued by our neighbors</li> <li>Create a marketing plan that increases the impact and reach of our work</li> </ul>	<p><b>Cultivate a high-performing Board of Directors representative of our community</b></p> <ul style="list-style-type: none"> <li>Recruit, retain &amp; support engaged &amp; committed board members</li> <li>Prioritize local leadership</li> <li>Foster high-impact committees</li> <li>Develop leadership for the future</li> <li>Lead annual fundraising campaign</li> </ul>