



# Pacifica Resource Center 2023 - 2025 STRATEGIC PLAN

## STRATEGIC PRIORITIES, GOALS, AND STRATEGIES

### Strategic Priority A

*Educate community leaders and raise awareness about and compassion toward vulnerable community members.*



**GOAL:**

Increase (by at least 20%) the number of community leaders and residents that understand the needs of vulnerable community members and act with compassion toward them.

### Strategic Priority B

*Expand our facilities to integrate existing programs and add new programs.*



**GOAL:**

Extend our reach in the community to increase the people and/or households we serve by 25%.

### Strategic Priority C

*Expand existing services and offer new services for the people we serve in response to unmet or emerging needs.*



**GOAL 1:**

Develop at least 3 new programs to meet community needs for services that are not already provided by PRC or our network.

**GOAL 2:**

Provide a safe place where the people we serve can explore all their viable options to promote their resilience and well-being.

### Strategic Priority D

*Strengthen our networks, including with local government, other community service organizations, community leaders, donors, and corporations.*



**GOAL 1:**

Establish or expand at least 3 programmatic partnerships with local government, nonprofits, and/or community leaders.

**GOAL 2:**

Achieve a 20% increase in non-government funding, including from donors and corporations, which will diversify our funding portfolio.



# Pacifica Resource Center 2023 - 2025 STRATEGIC PLAN

## Vision

Every person in our community lives with dignity and has the opportunity to thrive.

## Mission

To support the resilience and well-being of families and individuals in Pacifica and along the coast.

## Our Programs

We accomplish our mission with services that include providing groceries onsite or by delivery to help our community feed their families; emergency financial assistance for past due rent, mortgage, deposit, and utilities to prevent homelessness; financial education and coaching, tax preparation, and matched savings programs to help increase families' economic security; and problem solving with families and individuals to find solutions and opportunities that work for them, including information and referrals. PRC also responds to emerging community needs, which led PRC to establish our Unhoused on the Coast outreach work and implement the Pacifica Safe Parking Permit program on behalf of the City of Pacifica to help unhoused individuals and families return to housing.



*Pacifica Resource Center gratefully acknowledges the board members, staff, people we serve, and partners who contributed their time and insights to this plan.*

## PRC's Values and Beliefs



### Financial Stability

Financial education and support provides tools for healthy financial decisions, stability, and independence.



### Food Security

Everyone should have access to nourishing food.



### Respect, Equity, and Inclusivity

We honor people's privacy, dignity, and respect. We serve and accept everyone in need of our services regardless of their race, sex, gender identity, religion, disability, sexual orientation, or immigration status.



### Compassion

We are kind and caring. We are people-centered, flexible, and responsive to the needs of the people we serve and our community.



### Practicality and Self-Direction

People make their own decisions about what is best for their lives. We provide options, support, and the space to determine what they want to do.



### Hope and Optimism

We are positive and hopeful. We believe that transformation is possible.

**FOR MORE INFORMATION** about PRC's 2023 - 2025 Strategic Plan, please contact Anita M. Rees, PRC Executive Director, at [Anita@pacresourcecenter.org](mailto:Anita@pacresourcecenter.org).