



person**to**person

strategic plan

2023 - 2026





## WHO WE ARE

Since 1968, Person to Person (P2P) has been serving residents in need of assistance throughout lower Fairfield County with resources and support to achieve economic stability. Serving more than 28,000 people annually, we offer the following programs:

- three food pantries (Darien, Norwalk, Stamford mobile food pantry), grocery home delivery, and holiday meals
- multi-lingual casework services, housing and financial assistance, referrals and information, financial and workforce coaching,
- clothing center, winter coats, diapers, holiday toys
- college scholarships/mentorships
- summer camperships for working families

Our work is achieved through a combination of a small full-time staff, an extensive network of volunteers, community partners, in-kind contributions of food and household items, and monetary donations.







## P2P TODAY

In its 55th year, P2P continually is adjusting to external trends, including fundamental changes in the nature of volunteerism, a dramatic rise in demand for our services, and a more complex economic landscape faced by those we serve as a consequence of the pandemic.

P2P is aligning programs to meet the emergent needs of clients post-pandemic, and adjusting P2P's volunteer-heavy service delivery model in light of local and national shifts in volunteerism, engaging volunteers in new and dynamic ways.

P2P's annual budget has grown 40% to meet the surge in need since 2019, from \$3.5M to over \$5M today. P2P's strategic plan will include a financial roadmap with a focus on sustainability.







MISSION AND VISION

GUIDING STATEMENTS: MISSION AND VISION

CURRENT VISION	NEW VISION
Educated, financially-stable, and hunger-free homes for all	Thriving, hunger-free homes

  

CURRENT MISSION	NEW MISSION
Person-to-Person provides individuals and families with assistance for basic needs to overcome daily challenges and access to resources to improve their lives.	P2P supports families and individuals as they move toward stability with healthy food, clothing, housing assistance, and a path to economic opportunity.







## STRATEGIC OPPORTUNITIES

1: Programs: To be responsive to emergent community needs, post-pandemic:

- Strengthen the Financial Opportunity Center
- Add a second mobile food pantry in Stamford
- Transition the Scholarship program to other outside partners

2. Talent Acquisition & Retention: To cultivate a robust and engaged volunteer corp sufficient to achieve P2P's mission, and foster a diverse and inclusive organization and culture.

3: Maintain Financial Sustainability: To ensure P2P has the financial resources to sustain programmatic and operational needs today and in the future.

4: Marketing & Communications: To broaden community awareness and support with branding and messaging strategies to support all of P2P's programs and services







## ACTION PLAN: STRENGTHEN FINANCIAL OPPORTUNITY CENTER

P2P's newly launched Financial Opportunity Center (FOC) responds to emergent needs of P2P's clients following the economic devastation of the pandemic.

### Strategies:

1. Invest in staff FOC training/professional development
2. Build sustainability and analyze progress with a strong data-driven model
3. Create and implement a communication plan to amplify the FOC program
4. Create and implement FOC-specific fundraising plan







## ACTION PLAN: ADD SECOND MOBILE FOOD PANTRY IN STAMFORD

Adding a second mobile food pantry will solidify P2P's position as the leading hunger relief non-profit in lower Fairfield County, doubling capacity to serve clients in Stamford.

### Strategies:

1. Launch Capital Campaign (Goal: Total 800K)
2. Secure truck
3. Hire 2 staff (2 FTE)
4. Reconfigure warehouse shelving
5. Expand partnerships and establish distribution schedules







## ACTION PLAN: TRANSITION SCHOLARSHIP PROGRAM TO OUTSIDE PARTNER

While P2P's scholarships and mentorships historically have been a helpful way to encourage learning for those most in need, trends in the education ecosystem lead P2P to transition Scholarships and Mentor4Success to outside partners who will continue the goals of the program.

### Strategies:

1. Review the landscape analysis that has been conducted to identify potential partners to work with
2. Create and implement a communication plan
3. Analyze remaining support for students







## ACTION PLAN: CREATE A ROBUST VOLUNTEER CORPS

Longtime and more recent trends in volunteerism invite an innovative and concerted response to secure steady and reliable human resources from a diverse volunteer pool to enable the effective execution of our mission.

### Strategies:

1. Launch Volunteer Hub volunteer portal
2. Expand recruitment among targeted populations with individualized strategies, including student volunteers, former clients, and corporate volunteers
3. Cultivate a culture that establishes P2P as the “go-to” in-demand volunteer experience
4. Enable all volunteers to embody P2P’s values of dignity and respect toward those we serve
5. Utilize the Program Committee of the Board of Directors to attract volunteer human resources







## ACTION PLAN: CREATE A DIVERSE AND INCLUSIVE ORGANIZATION AND CULTURE

P2P seeks to foster an organization where all stakeholders – clients, volunteers, staff and donors – feel welcome and valued.

### Strategies:

1. Conduct a global Diversity, Equity, and Inclusion (DEI) benchmark review
2. Instill a culture of learning
3. Enhance strategies to incorporate the voice of those we serve in our work
4. Strengthen talent attraction and retention strategies



AS LONG AS THERE IS A NEED, P2P IS HERE TO HELP

P2PHELPS.ORG





## ACTION PLAN: MAINTAIN FINANCIAL SUSTAINABILITY

P2P seeks to secure resources from a diversified donor pool to support strategic initiatives that include a second mobile food pantry and the launch of a Financial Opportunity Center.

### Strategies:

1. Expand donor engagement throughout the seven cities and towns supported by P2P, with emphasis in Stamford and Norwalk, through strategies to grow individual giving, re-engage lapsed donors, and attract new donors.
2. Increase corporate engagement, revenue and brand awareness across strategic initiatives
3. Revitalize P2P's legacy society
4. Plan and execute a long-term Stamford expansion and donor engagement strategy that takes into account the additional mobile food pantry.







## ACTION PLAN: EXECUTE MARKETING, BRANDING AND MESSAGING STRATEGIES TO SUPPORT ALL OF P2P'S PROGRAMS AND SERVICES

P2P seeks to generate awareness of the organization, it's mission, and impact, to build support from the community for our work.

### Strategies:

1. Craft and execute a multi-faceted, multi-media, multi-channel approach to amplify the messaging and urgency around P2P's programs and impact
2. Humanize the messaging through storytelling
3. Create personalized marketing, messaging, and branding
4. Expand use of social media in an intentional & strategic way
5. Refresh & update website to highlight P2P as a thought leader on poverty issues, provide a stronger vehicle for client engagement and use data more intentionally to drive strategy
6. Introduce new promotion strategies, including billboards & targeted advertising in support of all P2P initiatives and events.



AS LONG AS THERE IS A NEED, P2P IS HERE TO HELP

P2PHELPS.ORG





THANK YOU

Any questions?



AS LONG AS THERE IS A NEED, P2P IS HERE TO HELP

P2PHELPS.ORG