



Transforming Parents' Lives. Improving Children's Futures.

# **2019-2020** Strategic Goals and Indicators Dashboard

# Empowered and Thriving Program Participants

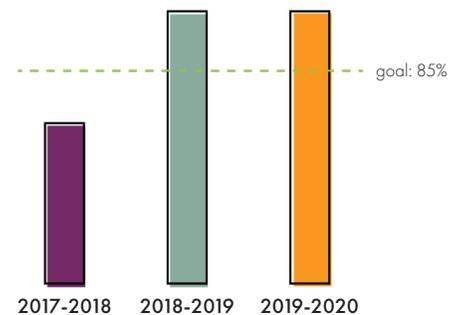
## Warren Village Strategic Goals - 2019-2020

Family Services supports nearly 150 families per year. Skilled and dedicated Family Advocates help residents by providing career exploration and guidance, education planning, financial literacy skills, and plans for long-term housing. Their approaches are client-centered with an empowerment focus and incorporate Motivational Interviewing and Trauma-Informed methods. The ultimate goal is that every single parent who graduates from the Family Services program can rejoin the workforce, earn a living wage, and support their family.

### Housing Stability

Affordable and safe housing is a critical tool in helping low-income families improve their outcomes. A stable home comes with personal and family benefits, including reduced stress, greater security, and better social cohesion. Family Advocates help our formerly homeless residents and their children secure housing upon program exit, either through subsidized housing, full-market rent, or staying with friends and family.

Families with Permanent Housing at Exit



**202**  
resident children served

**130**  
resident adults served

**90%**  
of residents who found permanent housing at exit, exceeding our goal of 85%

**83%** of residents increased their **Personal Competency Scores** (goal: 75%)

**90%** of residents who met or exceeded the requirement for **Life Skills Classes attendance** (goal: 75%)

### Personal Growth

When first entering Warren Village, Advocates measure residents' personal competency to understand their level of self-awareness and self-management. Throughout their time in the program, Advocates work with residents to increase their scores so residents are better prepared to face what lies ahead after exit.

As a part of our programming, residents are expected to attend Life Skills Classes. Life Skills Classes are held most evenings every month and are facilitated by community members and subject-matter experts. The intent is to provide skills and knowledge for personal development.

### Earning Power

Statistics show that the more you learn, the more you earn. That's why Family Advocates encourage residents to pursue Associate's, Bachelor's, or Master's degrees or vocational certificates during their stay at Warren Village. For single-parent families, higher education is key to achieving long-term personal and economic self-sufficiency. Research also suggests that parents who pursue higher education serve as role models for their children to do the same.

#### Degrees or Certificates Obtained and Residents on Track towards Degree or Certificate

2019 - 2020	Target	Actual
Degrees or Certificates Obtained	20%	36%
Residents on Track for Degrees or Certificates	20%	18%

\*based on 50 residents who exited



Average Annual Salary of Full-Time Exiting Residents: **\$34,538**

\*less than one-third of residents work full-time

# Maximized Organizational Efficiency

## Warren Village Strategic Goals - 2019-2020

Working to support our mission, our programs, and the organization overall are the Administration/Finance and Development departments. The Administration/Finance department actively monitors and manages Warren Village's internal operations to ensure that staff are supported, the finances are balanced, and the organization is in good standing. Meanwhile, the Development department is responsible for marketing Warren Village to the public and acquiring funding through individual, corporate, and philanthropy streams; their efforts powers the gears that allow Warren Village to operate.

### Financial Position (Unaudited)

#### Revenue, Expenses, and Assets

Warren Village had a strong year regarding fundraising in all areas and stayed largely under budget on most expenses. The overall financial picture, although unaudited, shows a strong position for the organization going into the next fiscal year.

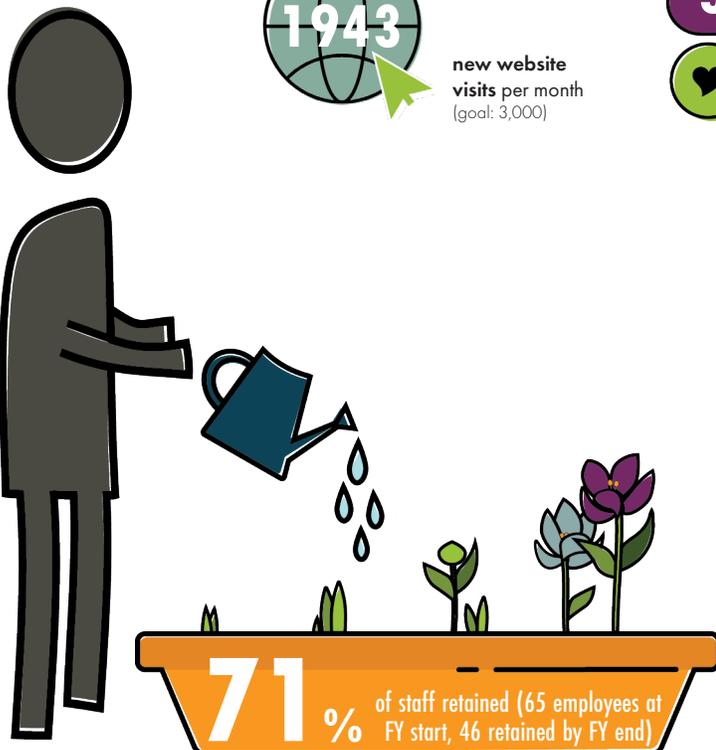
2019 - 2020	Actuals YTD	Budget YTD	Variance YTD
Total revenue	\$8,096,358	\$5,565,929	\$2,530,429
Total expenses	\$5,600,457	\$5,447,227	(\$153,230)
Revenue less expenses	\$2,495,901	\$118,701	\$2,377,200
Change in net assets	\$2,098,321	(\$116,333)	\$2,214,655

### Brand Awareness

Brand awareness refers to the degree to which consumers can meaningfully recognize a company or a product. Although this marketing term is commonly associated with for-profit organizations, nonprofits also benefit from active communication and marketing practices. Warren Village uses its website, social media, media, and other tactics to promote awareness of its programs and build community trust, and this, in turn, helps to attract residents, volunteers, staff, and donors.



### Evaluation



**GuideStar** uses financial reports submitted by nonprofits to give them seals indicating their organization's level of transparency. The highest level of recognition is platinum, followed by gold, silver, and bronze, respectively. For the third year in a row, Warren Village received the platinum seal.



of staff report job satisfaction (goal: 75%)

Our goal is that 75% of staff report feeling "satisfied" or "very satisfied" with their job. Unfortunately, due to COVID-related competing priorities, we were unable to conduct our annual staff survey to get these results.