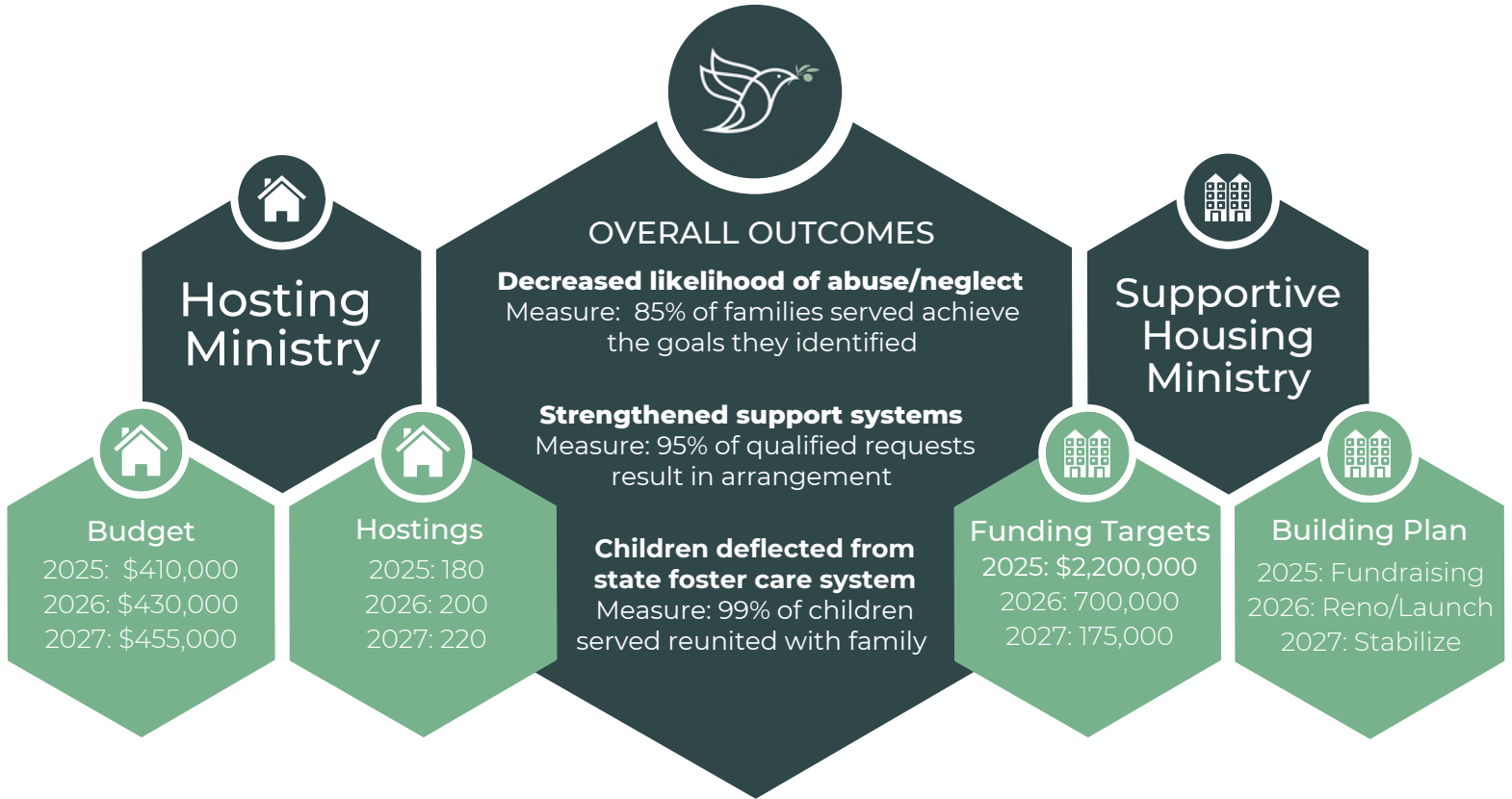




New Mercies Ministries

2025-2027 Strategic Plan

New Mercies is a gospel-centered organization providing supportive connections, safe housing, and restorative services for women and families, empowering them to gain stability and thrive in community.





NEW MERCIES MINISTRIES

2025-2027 STRATEGIC PLAN NARRATIVE

WHO WE ARE

New Mercies Ministries is a gospel-centered organization providing supportive connections, safe housing, and restorative services for women and families, empowering them to gain stability and thrive in community.

Our two ministry platforms, the Hosting Ministry and Supportive Housing Ministry, aim to 1) reduce child abuse and neglect, 2) strengthen family support systems, and 3) divert children from the foster care system when appropriate. This three-year strategic plan outlines each ministry's strategic initiatives, pathways, and targeted outcomes, with annual reviews for progress.

LOOKING AHEAD: MINISTRY PLATFORMS AND GOALS

As New Mercies Ministries grows, we intend to be one organization encompassing two distinct platforms that will work in tandem to minister to families and produce the three overall outcomes mentioned above. This section includes a description of each platform and broad goals for each platform's growth.

1. Hosting Ministry

The Hosting Ministry provides temporary housing for children and supportive services for their parents with the help of volunteers recruited through our partner churches.

- **Goal 1:** Budget – The Hosting Ministry's budget for 2025 is \$410,000. With anticipated growth driven by the strategic initiatives and pathways outlined in the next section, this budget will increase to \$430,000 in 2026 and \$455,000 in 2027.
- **Goal 2:** Hostings – To meet the growing need in northern Indiana, the number of hostings is projected to increase from 180 in 2025 to 200 in 2026, ending at 220 in 2027.

2. Supportive Housing Ministry

The Supportive Housing Ministry is our newest ministry platform and fundraising efforts, and program development are actively underway to drive our mission forward. Once funds are pledged/secured, renovation will begin. This ministry will consist of a transitional shelter where single women aged 18-24 or mothers aged 18 and up with children can live until permanent housing can be found.

- **Goal 1:** Funding Targets – Capital fundraising for this renovation will continue through 2025 with a goal of 2,200,000, followed by a \$700,00 target for 2026. Years 2025-2026 include building renovation costs as well as costs for developing and launching program operations. The year 2027 operating budget is anticipated to be \$175,000.
- **Goal 2:** Building Plan – In 2025, we will continue fundraising for the renovation. We anticipate renovations to begin in 2026 with launch occurring later that year or early 2027.



NEW MERCIES MINISTRIES

TAKING ACTION: STRATEGIC INITIATIVES, PATHWAYS, AND TARGETED OUTCOMES

Five strategic initiatives will support the broad goals above, each with specific pathways for implementation and targeted outcomes for measuring success. This section details each strategic initiative that will move us toward our goals.

- 1. Staffing** - To strengthen both the Hosting Ministry and the Supportive Housing Ministry, we have adopted a strategic initiative regarding staffing. Pathways will include a staffing assessment to ensure each ministry is adequately and efficiently staffed; a determination of crossover roles to identify which staff positions will support both ministry platforms, and which will support only the Hosting Ministry or Supportive Housing Ministry; and active recruitment of the right staff members to fill all positions. The targeted outcomes are that all roles will be reassessed and both ministries will be fully staffed.
- 2. Volunteers** – To strengthen both the Hosting Ministry and the Supportive Housing Ministry, we have adopted a strategic initiative regarding volunteers. Pathways will include an assessment of the volume of volunteers needed for expected annual hostings, and volunteer recruitment. The targeted outcomes are 75 host families and 20 family coaches by the end of 2027.
- 3. Church Engagement** – To strengthen both the Hosting Ministry and the Supportive Housing Ministry, we have adopted a strategic initiative regarding church engagement. Our pathway will be a 5-county focus with a 12-county reach. This means we intend to pursue depth rather than breadth in 5 key counties, channeling our efforts into fully engaging existing church partners throughout those counties, where our greatest hosting activity and need currently exists. The targeted outcome is that 50% of the Partner Churches in the 5 counties will be fully engaged.
- 4. Renovation** – To strengthen the Supportive Housing Ministry, we have adopted a strategic initiative regarding renovation. Pathways will include a capital campaign, continuing through 2025. We have partnered with Michael Kinder & Sons for construction and expect the renovation to begin in 2026 and run 6-9 months. The targeted outcome is that the renovation will be funded and completed by the end of 2026.
- 5. Supportive Housing Ministry Program Development** – To strengthen this ministry, we have adopted a strategic initiative regarding program development. The programming pathway includes determining what will be required of families in the Supportive Housing Ministry, how many families we can accommodate, and what kinds of services we will offer, then building the capacity through staffing, volunteer engagement, and proper training to implement these programs. The collaborations pathway refers to enlisting partners to provide some of the services needed for families served. The targeted outcomes are that the Supportive Housing Ministry program will be established and launched and that the program will be in operation.