



SOUTH EAST ASSOCIATED MINISTRIES

**SEAM**

NEIGHBORS HELPING NEIGHBORS

SEAM PLAYBOOK: A ROADMAP FOR GROWTH IN 2017 AND BEYOND



# WHAT WE DO

This is our mission.

SEAM provides *help* for today and  
*hope* for tomorrow.

We do this by offering emergency food and financial assistance and by connecting our neighbors with the resources needed for achieving self-sufficiency and well-being.



# WHAT WE BELIEVE

These beliefs fuel our mission.

We believe that people want a hand-up not just a hand-out.

We believe all of our neighbors should be assisted regardless of race, creed, sex, age, disability or where they are in life.

We believe food alone will never end the cycle of hunger.

We believe we are stronger when all faiths and ethnicities work together to help meet people's basic needs.

We believe that moral support is just as important as food and financial support.

We believe that kindness and compassion are at the heart of our mission.



We believe that hope  
feeds the spirit like food  
feeds the body.



# WHAT WE WANT TO ACHIEVE

This is our audacious vision.

By 2020, SEAM will *offer access to a broader set of services* to help families and individuals get one step closer to health, financial stability and *a self-sustaining future.*

*Let's grow from a food bank to a resource bank!*



# HOW WE'LL GET THERE

This is our success formula.

## One Vision, One Voice

Unite SEAM leadership, board and volunteers with common goals and a shared vision for the future.

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## Strategic Partnerships

Collaborate and innovate with other non-profits and agencies that can help achieve our mission.

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## Sustainable Volunteer Base

Maintain and grow existing volunteers while engaging the next generation of volunteers.

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## Powerful Marketing/PR & Outreach

Build awareness to grow client base, increase participation by faith-based organizations and raise support for SEAM throughout the community.

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## Diverse Sources of Funding

Grow corporate sponsorships, grants, faith-based contributions and individual giving.

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## Growth Mindset

Opportunistically expand our services and our impact in the community.

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*Enhance our reputation as a leading social impact entity in Louisville, helping our neighbors thrive.*



# HOW WE'LL GET THERE

## These are our GOALS.

### One Vision, One Voice

By the end of 2017, we will roll out the SEAM playbook across staff, board and volunteers to unite us with common goals and a shared vision for the future (board contract/orientation, volunteer training/onboarding/recruitment).

### Strategic Partnerships

In 2017, we will prioritize non-profits and agencies that can help achieve our mission and reach out to them with collaboration opportunities.

By the end of 2017, we will use what we've learned to define criteria for selecting partners that results in a win/win/win relationships – win for SEAM, win for them and win for our neighbors.

### Sustainable Volunteer Base

In 2017, we will introduce the mission, success formula and values to our volunteers and engage them in early 2018 to help us generate ideas for how to keep growing our volunteer pipeline.

### Powerful Marketing/PR & Outreach

Build shared ownership between staff, supporters and board.

### Diverse Sources of Funding

Develop a sustainable model for fundraising and engage the board at a higher level.

### Growth Mindset

Get 500 people off assistance over two years; identify, collaborate and partner with existing services and programs



# HOW WE'LL SHOW UP

These are our values.

 Community  
Spirit

 Leadership

 Inclusion

 Innovation

 Integrity

 Accountability



# HOW WE'LL SHOW UP

Our values in more detail.

## Community Spirit:

- We view the world through the eyes of the community we serve and keep their needs at the heart of our work.

## Inclusion:

- We help all, and treat everyone the same. As the face of our community changes, we will lead the way in welcoming and serving all.
- We focus on what unites us, not what divides us and role-model this in the wider community.

## Integrity:

- We believe in honesty and fairness.
- We practice discretion and keep private information confidential at all times.



# HOW WE'LL SHOW UP

## Our values in more detail.

### Innovation:

-We don't think inside the box or even outside the box; when we see the need, we shred the box and start over.

### Leadership:

-We lead our community by reaching out to and working with other faith-based groups, social good organizations and businesses to achieve a common mission.

-We provide thought leadership and guidance for how to combine forces in order to serve an even greater number of people in a greater number of ways.

### Accountability:

-The stewardship of funds is managed with the highest degree of responsibility.

-We keep our commitments to one another and respond to requests in a timely manner.