

2023-2026 STRATEGIC PLAN



BALDWIN COUNTY

During the early 2000s, Connie Plemmons worked at Catholic Social Services, a local social service agency located in Robertsdale, Alabama. Through her work with the community, she came to recognize the need for a family shelter in Baldwin County as she witnessed how many families were coming to their agency for assistance. A call to action was conducted for area church members to form a team to work on a solution for this problem in 2005. Through research done to determine the best program model for Baldwin County, Family Promise, was discovered. Family Promise of Baldwin County, Inc. opened its doors to homeless families with children in January 2008.

Since inception, Family Promise of Baldwin County has served 972 individuals (273 households with children) with shelter and transitional housing. Family Promise of Baldwin County has served 443 individuals (99 households with children) with housing stability through the Homeless No More program between 2020 and 2022. The organization has grown from assisting an average of 20 households per year to approximately 60 households per year once the housing stability programs were implemented.

OUR MISSION

Our mission is to provide temporary shelter, transitional housing, related services and nurturing support to families with children experiencing homelessness and to assist them with obtaining suitable and permanent housing.

OUR VISION

A nation in which every family has a home, a livelihood, and the chance to build a better future. This begins here in our own community.



PROGRAMS & DIRECTION

PREVENTION & DIVERSION

Preventing families from becoming homeless in the first place with Shelter Diversion, Rental Assistance and Transportation programs.

EMERGENCY SHELTER

Our rotational shelter program and warm hospitality is the foundation of the Family Promise model.

GRADUATE SUPPORT

Helping the families we serve not only succeed today but remain stable in their housing, financial capability and career paths tomorrow.

COMMUNITY RESOURCES

We understand the needs of vulnerable families. So, we often make referrals to innovative programs to address them in a cost-effective, targeted approach.

TRANSITIONAL HOUSING

We offer two transitional housing units where an eligible family may transition from our shelter program, to transitional housing, to their own permanent residence.

VOLUNTEER SUPPORT

Volunteers are provided with on-site and online resources for training, updates on families, events and other tools to assist in fulfilling our mission.

OUR STRATEGIC PLAN

These seven strategic directions will guide our efforts through 2026:

- Develop and maintain strong community partnerships, collaborations and congregational support aligned with our mission.
- Educate and engage the broader community around housing, homelessness and our programs and the organization's impact using tailored and effective outreach and messaging strategies.
- Expand the availability of affordable and transitional housing in Baldwin County.
- Ensure diverse and sustainable sources of funding through multiple sources including recurring funding streams.
- Commit to building diversity within the organization.
- Develop and implement high quality programs for children and families experiencing homelessness.
- Incorporate the optimization of technology and supportive infrastructure needed to serve families into all the preceding areas.

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Family Promise of Baldwin County

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