



2026-2030 Strategic Plan

2026-2030 Goals	Objectives	Activities and Key Performance Indicators	Responsible	Timeline	Status
<p>Programs and Services: Expand services to enhance existing programs and meet the evolving needs of the community.</p> <p>Expand KFAM’s geographic footprint and program offerings to reach underserved communities and increase accessibility to services.</p>	<p>A. Expand and integrate new services that are responsive to the needs.</p> <p>B. Strengthen community responsiveness by proactively identifying and addressing shifts in immigration, economic, and generational trends.</p> <p>C. Identify and establish KFAM presence in a new underserved geographic area through partnerships, satellite offices, and/or virtual service delivery.</p>	<p>1. Explore funding opportunities (CalOES, DHCS, philanthropy) to support program expansion and sustainability.</p> <p>2. Develop and implement a service integration plan that connects mental health, GBV, AFFI, and CAW services for holistic care.</p> <p>3. Develop a trend-monitoring dashboard that tracks demographic, policy, and economic data.</p> <p>Performance Outcome: At least one new service or program launched each year based on community feedback and needs assessment</p> <p>1. Conduct a geographic needs assessment, secure funding and develop an expansion plan.</p> <p>2. Pilot virtual service delivery in the selected area</p> <p>Performance Outcome: Establish a sustainable presence in at least one new underserved geographic area through a satellite office, partnership site, or virtual service hub, increasing access to culturally and linguistically competent services for immigrant and API communities</p>	<p>Executive Management and Program Directors</p> <p>Executive Management, Program Directors & Consultant</p>	<p>1. Year 1 2. Year 2-5 3. Year 1-5</p> <p>1. Year 1 and 2 2. Year 3-5</p>	
<p>Operations: Strengthen HR & Finance systems to align with size and growth and to align KFAM compensation with market standards to attract and retain top talent.</p>	<p>A. Build an HR and Finance structure to meet current and anticipated growth.</p> <p>B. Provide competitive salaries and benefits to retain diverse, qualified staff.</p>	<p>1. Conduct an organizational capacity assessment to evaluate HR and Finance infrastructure, staffing, and technology needs.</p> <p>2. Conduct a comprehensive salary and benefits benchmarking study against comparable nonprofits and regional market data.</p> <p>Performance Outcome: Strengthened HR & Finance systems enhance operational efficiency and staff satisfaction, resulting in improved retention, performance, and organizational stability.</p>	<p>Executive Management, Finance Department & Consultant</p>	<p>1. Year 1-2 2. Year 1-2</p>	

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<p>Increase overall awareness of KFAM to the community that fosters stronger connections.</p>	<p>C. Raise KFAM’s visibility and brand recognition within the community.</p>	<ol style="list-style-type: none"> Develop and implement a comprehensive communications and marketing plan that highlights KFAM’s programs, impact stories, and community partnerships. Enhance KFAM’s digital presence through website updates, social media campaigns, newsletters, and multimedia storytelling (videos, reels, PSAs). <p>Performance Outcome: Community awareness of KFAM’s mission and services increases significantly, leading to stronger partnerships, higher event participation, and greater utilization of KFAM’s programs</p>	<p>Executive Management & Development Department</p>	<ol style="list-style-type: none"> Year 1-5 Year 1-5 	
<p>Fundraising: Expand KFAM’s funding base with corporate donors and foundations, while broadening the donor portfolio to engage supporters from diverse ethnic, geographic, and professional backgrounds.</p> <p>Boost engagement on online fundraising platforms and grow KFAM’s social media presence.</p>	<p>A. Secure at least five new funding partnerships with corporate donors and philanthropic foundations within the next 24 months by implementing a targeted outreach and relationship-building strategy.</p> <p>B. Increase online fundraising revenue and grow social media followers across all platforms.</p>	<ol style="list-style-type: none"> Develop a corporate and foundation outreach plan identifying priority sectors (finance, health, tech, education, etc.) aligned with KFAM’s mission. Create customized sponsorship and partnership proposals highlighting KFAM’s impact and alignment with each funder’s priorities. <p>Performance Outcome: KFAM achieves 10% growth in donor base and adds new corporate and foundation partners, ensuring sustainable and diversified funding.</p> <ol style="list-style-type: none"> Develop and implement a digital fundraising strategy. Launch quarterly online fundraising campaigns (e.g., “Giving Tuesday,” “Lunar New Year of Giving,” “Hope Delivered,” etc.) with clear impact goals and visuals. Create engaging social media content (videos, client stories, testimonials, staff highlights, infographics) to increase reach and engagement. <p>Performance Outcome: Strengthen online engagement within diverse communities, increasing social media followers by 30% and online giving by \$10,000 to sustain accessible, culturally responsive services.</p>	<p>Executive Management & Development Department</p> <p>Executive Management & Development Department</p>	<ol style="list-style-type: none"> Year 1-2 Year 2- 5 <ol style="list-style-type: none"> Year 1-2 Year 2-5 Year 2-5 	

