

Bridge Communities

2026–2028 Strategic Plan: Key Initiatives

Bridge Communities enters this planning period from a position of strength — a respected program model, a growing housing portfolio, and deep community partnerships. The five initiatives below reflect what stakeholders heard and said most clearly: that success means more than housing alone; that the voices of clients and alumni must shape how Bridge defines and measures that success; and that culturally responsive, trauma-informed practice is the foundation of everything Bridge does.

1. Deepen Program Impact

Bridge will keep stable, safe housing at the center of its mission while expanding its definition of family success, strengthening partnerships, and building supports that extend well beyond graduation.

- 1.1** Refine core metrics across all housing programs to ensure post-graduation indicators reflect long-term family sustainability.
- 1.2** Expand agency partnerships to address the full range of family needs beyond housing.
- 1.3** Develop post-program supports to bridge the cliff-effect families face at graduation.
- 1.4** Build peer networks that connect current families and graduates during and after the program.

2. Evolve Mentoring Practices

The two-year mentor model remains central to Bridge's identity and impact. Bridge will evolve this model to meet changing demographics, deepen cultural alignment, and attract a new generation of mentors.

- 2.1** Explore and pilot a hybrid mentor framework that expands the ways volunteers can meaningfully engage with client families.
- 2.2** Broaden mentor recruitment beyond church partners, with intentional outreach to Black, Latino, and other diverse candidates.
- 2.3** Strengthen mentor development to reflect the cultural, emotional, and coaching dimensions of the work.

3. Drive Community Engagement

Bridge will cultivate a next generation of volunteers, donors, and advocates — deepening community awareness, broadening its base, and elevating its voice on issues of housing and poverty.

- 3.1 Launch targeted outreach to younger adults that engages them in meaningful volunteerism and fund development.
- 3.2 Leverage corporate partnerships for both funding and community talent.
- 3.3 Position Bridge as a thought leader and visible community convener on housing instability and poverty.
- 3.4 Deepen brand awareness through an integrated marketing strategy that engages volunteers, donors, community leaders, and sister agencies.

4. Expand Resources

Bridge's housing portfolio and financial position are strategic assets. The organization will grow its properties, strengthen financial sustainability, and invest in the tools and resources needed for long-term impact.

- 4.1 Develop a property expansion strategy guided by community need, mentor availability, and organizational capacity.
- 4.2 Explore innovative uses of Bridge-owned properties to support program graduates.
- 4.3 Deepen planned giving and legacy investments to ensure long-term financial sustainability.
- 4.4 Complete the Opening New Doors Investment Campaign, resulting in a \$10M endowment.
- 4.5 Invest in technology and data analytics to drive program impact, innovation, and operational strength.

5. Develop Our People

Bridge's greatest asset is its people. The organization will invest in a diverse, engaged, and well-supported team — and deepen the role of alumni and clients in shaping its future.

- 5.1 Diversify board, staff, and volunteer leadership in ways that are reflective of and additive to client family experiences.
- 5.2 Create a culture of belonging that deepens staff engagement, feelings of high trust, and meaningful professional development plans.
- 5.3 Create structured alumni and client roles to inform program decisions and support current families.

Together, these five initiatives will guide Bridge Communities toward a stronger, more equitable, and more sustainable future for the families we serve.