



Roofs from the Heart Strategic Plan

Mission Statement:

"To provide quality new roofs to those who are unable to maintain that basic provision of shelter for their families, in order to keep the families in their home, and in their community."

Executive Summary

The following is a business plan outlining the mission and vision of Roofs from the Heart nonprofit followed by their strategic outline. Roofs from the Heart began as a way for G. Fedale to give back to the community in which it lives and works. During a period of rapid growth, the company wanted to ensure it was doing its part to ensure that some in desperate need would not go without the basic provision of a quality roof over their heads. As the initiative developed, however, G. Fedale found not only considerable demand from the public, but anecdotal excitement from potential foundations and donors as well. Thus, the concept of launching Roofs from the Heart as its own entity was born. For those in the Greater Philadelphia region who are unable to repair or maintain the basic provision of shelter for their families, Roofs from the Heart provides high quality new roofs and general contracting services, free of charge. Unlike other charities and government relief programs that provide financial or temporary housing assistance, Roofs from the Heart addresses the problem at its nexus, repairing the broken homes to keep families in their communities. They will help provide weatherization opportunities to many homeowners facing obstacles by creating healthy, safe, and energy efficient homes.

Vision Statement:

Roofs from the Heart was created by those who recognize they have the expertise, resources, and willingness to help those in need of a quality roof. We want to be the go-to organization for individuals and families when they are facing any personal circumstances where their roof is in desperate need of replacement, and they face serious consequences of further damage or health concerns if it is not repaired. RFTH also envisions other housing emergency organizations and other charitable foundations to utilize their roofing expertise. RFTH's goal is to continually increase the amount of full roof replacement and repairs they can make annually. They plan to stay with what they are good at, repairing and replacing roofs using quality materials, the best contractors, and leave its recipients a warranty on the work for the future. ***We strive to do this is both DE and PA.***

SWOT

Strengths:

- Streamlined standard operating procedures for full roof replacement
- Strong, dedicated leadership team
- Established partnership with expert contractors
- Can offer a variety of suppliers with high quality roofing materials
- Team with expertise in roof replacement
- Team with passion and willingness to impact the communities it serves
- Successfully completed multiple roof replacements with community partners
- Engaged Board of Directors
- Supported by a reputable organizations

Weakness:

- Lack significant funds for the future from grants, sponsors and donors
- Lack staff with fundraising expertise
- Lack of strong marketing development
- Application portal for Pennsylvania
- Lack of succession planning

Opportunities:

- Collaborative relationships with other organizations with funding/experience
- Create the Roof Giveaway program for Pennsylvania
- Increased Board participation
- Identify the specific need of the Greater Philadelphia region

Threats

- Other emergency housing organizations receiving funding/grants

Strategies and Actions

Enhance Fundraising Initiatives

- Apply to grants through county and state foundations
- Apply for grants through state run organizations
- Apply for grant through community outreach programs supported by corporations/banks
- Plan events for individual donors to attend for increased exposure
- Integrate new CRM software for cultivating, updating and retaining new donors
- Outsource fundraising platforms to increase donor capture and retention

Enhance Marketing Development

- Edit and update website to include real time projects
- Update site with active board and staff team
- Create marketing materials to be distributed for organization partners as well as increased recognition of program and opportunities

- Increase number of social media posts to boost nominations and candidates
- More exposure for potential donors

Target Supporters

Corporations (CSR programs), foundations, banks, state and government contracts are expected to compose the majority of the fundraising activity. However, frequently community relief programs also raise money from the community in which they serve, so there is some fundraising potential at the individual level as well.

Competitors

Good Neighbors, Habitat for Humanity, and Good Works are some organizations that may provide a roof replacement in addition to other housing improvement efforts. The Salvation Army, Catholic Charities, and Ministry of Caring each provide housing assistance to those in dire need. While they do not provide home improvement services, they will likely be competing for the same fundraising attention.

Other general contractor groups require volunteer hours for their full-time staff. None of these are managing a separate nonprofit specifically to combat perennial problems in this region, but there may be overlap in marketing position. We already collaborate and partner with many of our competitors in order to maximize dollars donated as well as impact.

Measures of Success

- Increased number of roof replacements annually
- Increased recognition from community on impacts made
- Measurable analytics on positive health impacts to individuals
- Donor list growth
- Expansion into new locations/counties/states
- Board expansion and participation

Future Services

The initial plan is to focus on providing roofs to those within the Greater Philadelphia region for the first three years. However, there are numerous areas for growth. Two of the most tenable include:

- Expand the geographic reach: the nonprofit could send teams to other communities throughout the country (or world)
- Expand scope of vision: the nonprofit could send teams to help rebuild hurting communities in the wake of natural disasters.
- Expand scope of service: G. Fedale, as the exclusive provider of Roofs from the Heart services, is a general contractor and capable of doing a large variety of home repair services. Should there be demand or need to branch out from roofs and begin other types of repair services (new services lines), this would be an easy avenue to pursue.

Management Team

The Board of Directors was formed in December 2022. It consists of two leaders from the founding organization, G Fedale Roofing and Siding, as well as 8 other reputable members of the community all with highly skilled backgrounds. Please see attachment with their bio's.