



Strategic Plan 2019-2022

REFUGEE EMPOWERMENT CENTER



refugeempowerment.org





Strategic Plan 2019

Our Mission

The mission of the Refugee Empowerment Center is to resettle and empower refugees to become self-sufficient through direct services and educational programs.

Our Vision

REC envisions a world where communities welcome all refugees and immigrants. We see ourselves as catalysts in the work of building welcoming communities. We aim to build relationships and a cross-cultural understanding between the Omaha and refugee communities.

Who We Serve

Refugees who are transitioning from their own culture to American life. We focus on helping refugees live and work productively, further their education, and achieve a better life for themselves and their children.

Our Programs and Services

1. Refugee Resettlement and Placement
 2. Employment and Orientation
 3. Preferred Communities
 4. English Language Learning
 5. Driver's Education Training
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2019 Goals

1. Grow fundraising through individual donors, grants and corporate partners.
 2. Strengthen community engagement and visibility.
 3. Enhance employment and education program.
 4. Build collaborative partnerships with community partners to enrich programs and services REC offers.
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Goal 1: Fundraise. Fundraise. Fundraise.

Strategies:

- Develop aggressive, but sustainable fundraising.
- Engage individual donors through social media, fundraisers with the Board and giving days.
- Strengthen relationships with current donors.
- Seek out new corporate partners who align with our mission.

Goal 2: Raise our visibility and engagement with community.

Strategies:

- Develop our “pitch (why REC matters)” in a compelling and succinct way. Every employee and board member should be able to tell our story.
- Develop relationships with local media to establish REC as an expert, go-to for refugee-related stories in the Omaha community.
- Utilize past clients of REC who have successfully gone through our program(s) and would be willing to tell how REC has made a difference in their life.
- Be a consistent presence on social media with meaningful stories and engagement.
- Be available as a speaker(s) at refugee-related community events or educational workshops.

Goal 3: Enhance employment and education program.

Strategies:

- Maintain goal of 95% employment in first 90 days for newly resettled refugees.
- Foster current relationships with Omaha employers/partners to ensure existing pipeline for employment continues throughout 2019.
- Develop new relationships with Omaha employers with ultimate goal of diversifying employment opportunities.
- Work directly with newly arrived refugees to gain deeper understanding of their background and individual skills to increase chances of employment with future wage growth and career advancement opportunities.

Goal 4: Build community partnerships to enrich programs and services.

Strategies:

- Identify partners that would enrich programs and services offered to our clients. These mutually beneficial partnerships give all involved more exposure and engagement.
- Develop relationships with local colleges/places of worship to successfully utilize interns and volunteers to help with ESL, First Friends, and donated goods.
- Build partnerships with local organizations that will improve and enhance refugee housing in first 90 days and beyond.
- Create partnerships that will increase efficiency in transportation needs for newly resettled refugees.