



THE HOUSE OF UHS FOUNDATION

UNITY • HEALING • SUPPORT

STRATEGIC PRIORITIES 2026-2027

Strategic Priorities 2026-2027

Organizational direction for sustainable, measurable community impact

Strategic Context

UHS was founded in 2024 and expanded active program implementation and community outreach in 2026. The next phase is not about adding more promises. It is about strengthening active programs, documenting impact, maintaining trustworthy resource navigation, and building partnerships that increase sustainable capacity.

Guiding Mission

Build stronger communities through Unity, Healing, and Support - meeting people where they are, restoring dignity through compassionate service, and creating lasting pathways to stability and hope.

Six Strategic Priorities

1. Strengthen Active Program Delivery

Clarify availability for every initiative, maintain program standards, prioritize safe and consistent service, and scale only when inventory, staffing, funding, and partnerships can support quality.

2. Expand Resource Navigation

Maintain the four active regional resource hubs, keep listings current, improve search and referral usability, and use navigation as a core service even when direct assistance is limited.

3. Build Sustainable Partnerships

Develop written, relationship-first partnerships with service providers, schools, healthcare systems, workforce agencies, veteran organizations, businesses, funders, and community connectors.

4. Diversify Funding & In-Kind Support

Pursue grants, local-store giving, corporate support, product donations, printing/logistics assistance, volunteer engagement, and other sustainable funding channels while maintaining compliance and stewardship.

5. Strengthen Governance & Infrastructure

Keep governance documents, program blueprints, board records, data systems, website content, volunteer processes, inventory controls, and organizational documents current and funder-ready.

6. Measure Impact & Tell the Story

Track program outputs, referrals, distributions, volunteer activity, partner engagement, and community feedback so the 2026 Annual Report and future grant narratives are grounded in documented results.



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Priority Focus by Geography

Programs and resource navigation should grow where UHS has defined purpose and usable capacity.

Geographic Focus	Current Emphasis	Near-Term Direction
Radford / New River Valley	Hope Bags; resource navigation	Strengthen distribution readiness, local referral relationships, inventory support, and community visibility.
Hampton Roads	Little Lights; resource navigation	Build food-stability and seasonal-gifting partnerships; expand written outreach and local collaboration.
Western Tidewater	Resource navigation	Maintain the dedicated regional entry point and strengthen local referrals in Suffolk, Franklin, Isle of Wight, Smithfield, and Southampton.
Northeastern North Carolina	Resource navigation; regional growth	Maintain directory quality, deepen Halifax/Roanoke Rapids/Rocky Mount area relationships, and expand sustainable local support.

2026-2027 Organizational Success Markers

- Active programs are accurately represented and operate within defined capacity.
- Regional resource directories remain usable, searchable, and routinely reviewed.
- Partnership pipeline is documented, with confirmed relationships distinguished from outreach prospects.
- Program activity is supported by distribution logs, referral records, inventory records, and volunteer documentation.
- Grant and partnership materials stay aligned with the current mission, program names, service area, and organizational history.
- The 2026 Annual Report is produced from documented results rather than projected impact.
- Growth decisions reflect mission fit, available capacity, financial stewardship, and board oversight.

Review Cadence

- Monthly: program availability, resource-directory changes, grant/partnership pipeline, and operational blockers.
- Quarterly: progress against these strategic priorities and geographic focus areas.
- Annually: formal review of strategic priorities, program performance, governance documents, and community feedback.

Decision Filter

UHS will favor growth that strengthens service quality, dignity, accessibility, measurable impact, and long-term sustainability. Growth should not outpace the organization's ability to serve people well.