

July 2025

We are excited to announce our 2025-2028 Strategic Plan is in effect!
We are very grateful to all of the board members, staff, and community who contributed to the creation of this inspiring roadmap which will shape our objectives as an organization for the next three years.

In 1979, we began our compassionate and dignified approach to serving the most vulnerable in Greater Williamsburg. That continues today alongside a thoughtful approach towards our organization's sustainability, enhancements of services, awareness surrounding growing community needs, and deepening our relationships with our partners to increase wraparound services.

The Williamsburg House of Mercy provides food, day shelter, comfort, and hope to our poor, homeless, precariously housed, and less fortunate neighbors in our commitment to assist all in need in our community. Our mission focus areas are on the Harbor Day Shelter, Food Insecurity, Outreach, and HOPE Pregnancy Center.

Thank you for being a part of our service to those in need in our community,
Your Friends at WHOM

2025-2028 STRATEGIC PLAN OVERVIEW

The primary goals of the plan are:

- Enhance Our Services to More Effectively Serve in Greater Williamsburg
- Bring Awareness to Growing Community Needs
- Deepen Relationships to Collaboratively Increase Wraparound Services
- Ensure Organizational Health & Sustainability to Fully Live Out Our Mission

The strategic plan reflects these four goal focus areas and is accompanied by strategies to achieve those goals.

The plan was researched and developed by a staff and board strategic planning team that met from May-September 2024 to identify and capture current and future environmental, program and operational opportunities and challenges; collect input from staff, management and board members; and shape the final plan. At a retreat in September 2024, final areas of focus were confirmed and expanded upon by the Board of Directors.

OUR MISSION

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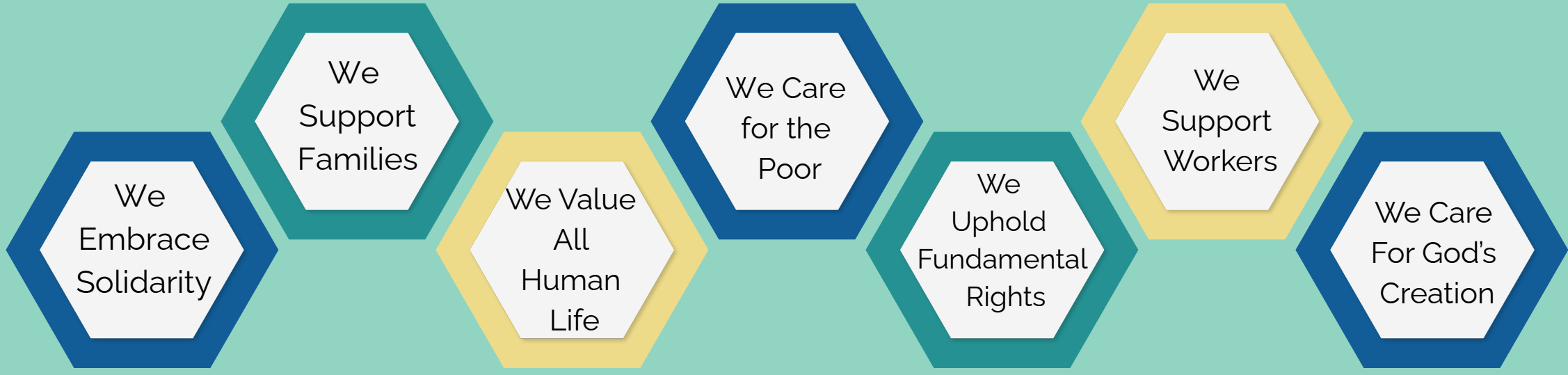
OUR VISION

We are an organization rooted in Catholic social teaching principles and are marked by a focus on moral principles, serving the needs of the weak, and in the pursuit of the common good.

We seek a world where the voices of the poor are heard and acted upon. With each project, each action of our team, and each partnership, we see an opportunity to put the needs of the poor and vulnerable first.

We believe that mercy is a verb. In order to promote mercy, we must be merciful to those in need.

OUR GUIDING PRINCIPLES



OBJECTIVES 2025-2028

1 Enhance Our Services to More Effectively Serve in Greater Williamsburg

We aim to strengthen and broaden our programs by first evaluating current offerings against client needs to identify areas for improvement. This includes increasing access to vital mental health and medical services and expanding our multi-lingual capacity to effectively reach and support individuals and families from all cultural backgrounds.

2 Bring Awareness to Growing Community Needs

We're focused on deepening our community impact in Greater Williamsburg. This means gathering data to truly understand local support needs, sharing inspiring stories through a new communication plan, and leveraging our guiding principles to rally greater community support for our mission. We'll also be creating engaging, community-centered experiences to boost overall awareness and involvement.

3 Deepen Relationships to Collaboratively Increase Wraparound Services

We're focused on strengthening our ties across Greater Williamsburg by deepening partnerships with local organizations to create a robust network of service providers. This also includes cultivating relationships with local government to gain their support in addressing community needs, enhancing our connections with colleges to grow our volunteer base, and leveraging relationships with local congregations to foster deeper community connections and support.

4 Ensure Organizational Health & Sustainability to Fully Live Out Our Mission

We are committed to building a more sustainable and impactful organization. This involves developing a values-based storytelling strategy to better communicate our mission, creating a comprehensive fundraising plan to diversify and secure sustainable income streams, and strengthening our organizational capacity through a strategic staffing plan.

The Williamsburg House of Mercy used the services of The Spark Mill, a Richmond, VA Strategic Planning firm to facilitate the strategic planning process. Consultants from The Spark Mill collected information from four areas as part of the information-gathering portion of the strategic planning process. This process was made possible by a grant from VA Housing.

