

Mission Statement
POI: Providing Opportunities and Inspiration to enable low-income individuals or families to achieve self-reliance.

Vision
HCAP believes everyone should have the opportunity to contribute --- to the best of his/her capabilities --- and share in our society's social and economic well-being and prosperity.

Board of Directors (2007-2008)

Board Officers

Rev. Sadrian Chee - Chair
Kevin Souza, Esq. - Vice Chair
Isaac W. Choy - Treasurer

Board Members

Resident Sector

Jessica Bailey - Head Start Policy Council
Rev. Sadrian Chee - Windward District
Catalin Makekau - Leeward District
Eugene Mika - Kalihi-Palama District
Darlene Nakayama - Leahi District
Kapiolani Silva - Central O`ahu District
Rev. Ron Valenciana - Central O`ahu District

Public Sector

Terrence Aratani, Esq. - Office of Senator Brian T. Taniguchi
Isaac W. Choy - Office of Representative Marcus Oshiro
Ka`iulani de Silva - Office of Senator Suzanne Chun Oakland
Karl Espaldon, Esq. - Governor's Representative
Jay Ishibashi - Mayor's Representative
Rev. Robert Nakata - Office of Rep. Calvin Say
Councilmember Gary Okino

Private Sector

Don Anderson - YMCA of Honolulu
Donna L. Ching - Leo A Daly
Lori Honda - Bank of Hawaii
Iris Matsumoto - First Hawaiian Bank
Colleen Minami - Community Volunteer
Kevin Souza, Esq. - Native Hawaiian Chamber of Commerce
Sylvia Yuen, Ph.D. - Center on the Family University of Hawaii

Joan P. White - Executive Director



HCAP 2010 Blueprint for Change

3-YEAR STRATEGIC PLAN



HCAP 2010 – Blueprint for Change

3-YEAR STRATEGIC PLAN

Strategic Statement:

HCAP will enhance and expand the scope of its meaningful impact in the community as a sustainable organization by diversifying its funding resources and better positioning in the non-profit industry.

GOAL 1: [Emphasis: BRANDING]

To position and brand HCAP as a service provider of choice among two key stakeholder groups (clients and funding entities) through strategically targeted initiatives

OBJECTIVES:

I. Implement active marketing campaign

- Create stakeholder-map
- Develop new web-site
- Develop/modify brochures newsletters and print collateral
- Client success stories
- Capitalize on media and public relations opportunities
- Promote core-competencies and programing efforts
- Track and promote achievements
- Strategic dissemination of value-added impact to funding entities

II. Align all 6 program areas to become fully integrated in need-based service delivery

- Scan changes and trends in client-needs
- Detect and align program gap areas
- Minimize duplication in services
- Track program trends (industry-wide)
- Implement pilot initiatives
- Promote program-exclusivity (value-added benefit)
- Establish program quality assurance standards
- Continuous program refinement

GOAL 2: [Emphasis: FUNDING MIX/DIVERSIFICATION]

To reduce dependency on public-sector funding by diversifying funding streams (i.e. minimizing reliance on sole-source funding)

OBJECTIVES:

I. Secure at least 1 supplemental funding avenue for each of the 6 program areas

- Program status-quo analysis
- Stakeholder analysis (identifying potential funding sources)
- Trend-analysis (program and funding)
- Strategic grant development
- Program design/re-design considerations (competitive fit)
- Secure funding resources

II. Implement at least 2 annual fundraising initiatives to assist with building unrestricted reserve funds to meet operating contingencies

- Research and planning
- Cost-benefit analysis
- Implementation
- Track results/impact
- Reserve portfolio development

GOAL 3: [Emphasis: SUSTAINABILITY]

To explore revenue generating avenues through engagement in social-entrepreneurship

OBJECTIVES:

I. Initiate 1 mission-relevant special project initiative that generates unrestricted revenues on an ongoing basis

- Feasibility study
- Research and planning
- Project design and prototyping
- Secure resources (capital and operating)
- Implementation
- Track results/impact
- Sustainability

II. Establish fee-for-service integration in programs/ services

- Analysis of existing or potential value-added marketable program/service components
- Establish competitive rate-structure (for fees)
- Implementation
- Track results/impact