

---

---

## **2025 ANNUAL CoC PLAN**

---

---

Lakeland, Winter Haven/Polk County  
Continuum of Care  
Homeless Coalition of Polk County  
Lead Agency  
1815 Crystal Lake Dr  
Lakeland, FL 33801

# **STRATEGIC OBJECTIVES**

Strategic Objectives are the major accomplishments that the organization seeks to achieve over the next year. Broadly stated, they are what an organization must achieve to remain or become competitive and ensure the organizations long-term sustainability.

## **Strategic Objectives for Major Policy Goal Number 1 : Educating and Informing Community Stakeholders**

1. Assess community awareness of homelessness and efforts to end homelessness;
2. Keep local government leaders informed on efforts to end homelessness;
3. Focus on keeping housing providers informed on housing related issues.

## **Strategic Objectives for Major Policy Goal Number 2: Developing and Implementing a Sustainable Funding Model**

1. Increase amount of funding;
2. Prioritize homeless funding needs;
3. Improve funding predictability, stability and diversity.

## **Strategic Objectives for Major Policy Goal Number 3**

1. Engage provider agencies to increase the number of successful housing interventions;
2. Engage housing providers to increase the availability of affordable housing;
3. Engage Federal, State, and Local agencies to improve access to mainstream resources;
4. Engage Polk County Community Stakeholders to develop effective homeless outreach strategies.

## **Strategic Objectives for Major Policy Goal Number 4**

1. Review nonprofit board of directors and governance best practices;
2. Continue to enhance collaborative professional development for staff
3. Implement staff and member recognition events and awards