



# Strategic Plan

2025 – 2029

KC Common Good is a non-profit organization, founded in 2018, that convenes our community's doers, change-makers, and leaders to instill hope and ensure a safe, successful future for every individual in our region. We collectively work to prevent and reduce violence, support families, and provide access to opportunities.

## OUR FIVE STRATEGIC PRIORITIES ARE...



### CENTER NEIGHBORHOODS



### FINANCIAL STABILITY



### LEAD THE ECOSYSTEM



### STRENGTHEN VIOLENCE PREVENTION CAPACITY



### SECURE MEANINGFUL SUPPORT FROM BUSINESS

## OUR VISION IS...

*a successful Kansas City where peace is a promise kept for all and every individual, family, and community has the opportunity to grow, contribute, and flourish. Through proactive and intentional collaboration and purpose, we drive lasting change that uplifts generations.*

## OUR MISSION IS...

*to create a peaceful Kansas City by empowering people, aligning partners, and collaborating on long-term innovative actions and investments that improve community safety.*

## OUR VALUES ARE...

### SOCIAL JUSTICE

We are committed to serving the common good by intentionally advancing equity and shared prosperity in greater Kansas City.

### LOVE

We are committed to pursuing selfless, unconditional, nonjudgmental love that lifts the spirits of others, inspiring courage and lasting change.

### HUMILITY

We are committed to listening with a posture of curiosity and learning.

### COLLABORATION

We are committed to convening, listening, connecting, and leading collaborative impact on a regional level by bringing together the business community, engaged residents, community resources, and other key stakeholders. We believe more innovation and impact happen when working together through evidence-based practices for a common goal.

### HOPE

We are committed to instilling a vivid vision of a better tomorrow in every member of the greater Kansas City community, because where there's hope, there's good.

### OPPORTUNITY

We are committed to creating opportunities for young people and others most impacted by violence through connecting these members of society with resources, internships, and gainful employment leading to a more prosperous future.

### INTEGRITY

We are determined to show those we serve the respect they deserve by holding ourselves accountable, keeping our practices transparent, having community members play leading roles in designing solutions, strengthening effective organizations, and building trust among residents, institutions, and community-based organizations.



# Strategic Plan

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## Strategic Priorities & Goals

In early 2025, KC Common Good staff and board developed a concise, focused, and action-oriented roadmap that guides our organization towards achieving desired outcomes that support our mission and vision through sound operational and financial execution over the next four years.



### Lead the ecosystem for comprehensive public safety in the Kansas City region.

#### GOAL HIGHLIGHTS:

- Manage and collectively implement a comprehensive public safety plan.
- Enhance community and institutional collaboration by leveraging real-time technology to provide expanded research and analytics for residents, the business community, institutions, and community-based organizations.



### Secure meaningful and sustainable support from civic and business communities to improve public safety, opportunity and wealth creation.

#### GOAL HIGHLIGHTS:

- Grow public safety investments that support KC Common Good and community-based organizations.
- Increase economic and community development initiatives in neighborhoods most impacted by crime.



### Center neighborhoods most impacted by violence.

#### GOAL HIGHLIGHTS:

- Expand the Village Initiative to 10 neighborhoods.
- Identify and advocate for policy improvements that strengthen neighborhoods.



### Achieve operational and financial stability for long-term impact.

#### GOAL HIGHLIGHTS:

- Hire five new staff members to support programming and expand funding.
- Advance third-party evaluation of collective impact and program outcomes and learnings.



### Strengthen the violence prevention capacity of youth and adults.

#### GOAL HIGHLIGHTS:

- Expand the capacity of organizations to serve justice-involved youth, youth from high-crime neighborhoods, and their families.
- Launch a public awareness campaign to increase community resilience, perception of safety, and comprehensive public safety.