

Impetus Annual Goals April 2008 – March 2009

Business Development

Develop new social enterprise projects and continue to build on current ones [ASpire Training and PDS Consulting Services].

Seek more collaborative working with other infrastructure organisations.

Fundraising

Develop a major donor base.

Develop the website as a fundraising tool.

Add project fundraising data to line items in annual budget.

Business Planning

Hold strategy and teambuilding workshop for trustees and staff.

Human Resources

Achieve Investors in People (IIP) accreditation.

From IIP Staff Survey, devise employee job satisfaction targets for annual goals.

Quality Assurance

Implement PQASSO level 2 by fourth quarter 2008.

Apply measurements and evaluation data to the strategic planning of all services.

Governance

Develop and implement trustee appraisals (required for IIP accreditation).

Apply the sector's Good Governance Code of Practice to a Board review.

Recruit a minimum of three new trustees.

Communications

Create a communication/marketing plan to raise awareness of the new name and increase awareness of each of the projects.

(The plan is likely to include presentations, media pitches, published articles, events and tactics to drive more people to the website i.e., fundraising.)