



ROTTERDAM COMMUNITY CENTER

2025 – 2027 Strategic Plan

The Rotterdam Community Center (RCC) is a nonprofit organization dedicated to nourishing our neighbors in mind, body, and soul. Serving as a trusted hub in the community, RCC offers a wide range of programs that promote wellness, literacy, social connection, and access to basic needs. This strategic plan outlines our three-year vision to strengthen operations, deepen our impact, and create a more inclusive and sustainable future for all Rotterdam residents.

- Vision Statement -

Our vision is a local Rotterdam and Schenectady County community where all neighbors have what they need to thrive, feel safe and have opportunities to learn what it means to be good neighbors.

- Core Values -

We believe access to nutritious food is a human right and all people deserve to be treated with respect and dignity. **We value your rights.**

We believe people facing nutrition insecurity understand their needs better than anyone. **We value your voice.**

We believe it is our duty to create a safe, inclusive environment where diverse staff and volunteers feel trusted, valued, and engaged. **We value your individuality.**

We believe community partners are vital to our mission and vision and need to be invested in and heard. **We value your impact.**

We believe hunger can be eradicated when our community recognizes and collectively addresses its root causes. **We value your action.**

- Mission Statement -

At the Rotterdam Community Center, we nourish our neighbors in mind, body, and soul, serving as a community hub where all people can connect to the resources they need.

Approved by the RCC Board on Monday, August 4th, 2025.

- Strategic Goals and Objectives -

Goal 1: Grow our ability to address nutrition insecurity in Schenectady County.

1. Add a fifth monthly session to the Bread of Life Food Pantry.
2. Explore the possibility of creating a mobile pantry.
3. Allow guests to register themselves for pantry appointments.
4. Develop skills building workshops for and guided by the needs of pantry guests such as budgeting, literacy, job searching and career coaching.

Goal 2: Serve a Community Hub for Schenectady County that draws like-minded, community-based organizations and individuals to the Five Corners neighborhood of Rotterdam.

1. Organize regular leadership training sessions in collaboration with partners on nonprofit leadership, strategic planning, budgeting, board management, etc.
2. Continue to grow the Schenectady County Community Advocates Program in collaboration with the Sycamore Collaborative and the Schenectady County Food Council.
3. Strengthen our presence in Schenectady County as a space for non-profit coworking, collaboration, in-person assistance and community support

Goal 3: Serve as a center of arts, culture and leisure activities.

1. Increase participation in social programs (book club, game night, yoga, etc.) by 30%.
2. Engage with the community annually at a minimum to refine programming that best supports the needs of our neighbors.
3. Foster stronger relationships with both local school districts.
4. Collaborate with our immediate neighbors and like-minded organizations to make Rotterdam's Five Corners Neighborhood a vibrant center for the arts and cultural expression.

Goal 4: Build organizational visibility and sustainability.

1. Launch a comprehensive fundraising strategy, including a donor campaign and grant calendar, while also creating a monthly sustaining membership program.
2. Create and promote a corporate sponsorship program with a target of securing five new partners each year and retaining existing partners.
3. Develop a volunteer leadership pipeline.
4. Improve digital presence with an upgraded website, regular newsletter, and active social media outreach, and a new digital sign that highlights RCC programs, local businesses and other community initiatives.
5. Create branded materials to unify messaging and boost RCC's visibility in the region.

- Evaluation and Metrics -

1. Monthly program attendance and participation tracking.
2. Annual community survey to assess satisfaction and emerging needs.
3. Quarterly progress reviews with the board and staff.
4. Fundraising benchmarks: % growth in donations, grant success rate, new sponsors acquired.

Appendix 1: Environmental Scan (SWOT Analysis)

Strengths

1. Continue to learn from our Community Needs Assessment and partnerships
2. Wide range of impactful programs (food, wellness, education, social)
3. Trusted presence in the community
4. Passionate volunteers and committed staff

Weaknesses

1. Limited and unstable funding streams
2. Political pressures that influence programming or resource access
3. Need for expanded staff capacity

Opportunities

1. Growing demand for mental health and literacy services
2. Grant funding for food security, wellness, and community development
3. Community partnerships with schools, healthcare providers, and local businesses

Threats

1. Political climate affecting nonprofit support
2. Competition for limited grant and donor dollars
3. Risk of volunteer/staff burnout

Appendix 2: Community Feedback

A feedback session on the initial draft of this Strategic Plan was conducted on Wednesday, July 2nd, 2025 with a diverse group of 25 RCC stakeholders and neighbors. The following questions were asked the group, who organized themselves at one of three tables grouped around our three program priority areas:

- 1. What, for you and your loved ones, makes Rotterdam a “nice place to live?”*
- 2. What, for you and your loved ones, would make Rotterdam an even nicer place to live?*
- 3. How could we improve our Nutrition Security objectives through 2027?*
- 4. How could we improve our Community Hub objectives through 2027?*
- 5. How could we improve our Arts, Culture and Leisure objectives through 2027?*

Here are the community responses, grouped by table:

Nutrition Security

- Good Church
- 55 Bus line
- Nice people
- Change in leadership – Town Board
- Affordable Housing
- Park Counselors – kid events
- More sidewalks
- More handicap accessible: entry, sidewalks, inside the building
- Better slogan – Town
- More neighborhood community events
- Bike program, i.e. CDPHP bikes in Albany
- Youth group of volunteers to help people, i.e. cut lawns, run errands
- Pantry Software for MOHON families (sign on, order, pick up at MOHON)
- Add a Procurement Specialist that orders the food and arranges for pick up

Arts, Culture and Leisure

- An overall safe place to be
- Center to provide more opportunities to meet people
- It’s a community of people we know
- More free programming
- More ways to easily find & connect to RCC social media
- Presenters brought in for education
- Partners to bring more programs
- More movie nights
- Tabling Businesses showcase

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- Family fun day
- Community subsidized summer programs
- Weekly outdoor music/ events
- A space for creative people to utilize their skills
- Rotterdam Night Out - builds good neighborhood safety
- Outside Activities
- Art and Music therapy for wellbeing and inclusion
- Educational Classes - Financial workshops
- Community Projects - Volunteer opportunities for HS and community
- Health and Wellness Craft Fairs - Yoga, Art, Plug for local businesses
- Festivals - Arts & Culture
- Film Festivals - documentaries - inclusion
- Cooking Classes
- Free Haircuts - Artist development classes/workshop
- Studio - Art classes
- Master Classes for Film work, Music, Song writing & Acting
- Theatre Acting workshop/ classes
- Karaoke or Stand-up Comedy
- Spanish classes/language
- Showcase for Local Produce, Farmer's Market & Community Garden

Community Hub

- Small town feel
- Easy commute - in/out to major thoroughfares
- Nice Main Street - convenient
- Good School systems - had many choices for traditional education and technical training
- Can get to suburban, urban, and rural areas within 5 minutes' drive
- Schenectady vs. Rotterdam - big disconnect - as demographics have shifted this has changed
- Need a better park, Town pool, Outdoor concert venues
- More family-oriented events - Festivals, R' Dam town celebration
- No central Town Center
- Better transportation - more bus stops
- Welcoming CPR classes & Defensive driving
- An on-line resource center built into our current website
- Rotterdam "Continuing Education" programs
- Electronic Message Board
- Improved Social Media presence
- Continue to cultivate a volunteer base
- Cultivate stronger relationships with School Districts for HS volunteer hours