



STRATEGIC PLAN



2025



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 805undocufund.org

Table of Contents

3	Strategic Planning Workgroup
4	Executive Summary
5	Mission & Vision
6	Values
7	Priorities & Goals
8	Financial Distribution - Objectives
9	Community Organizing - Objectives
10	Organizational Policy & Process Development - Objectives
11	Advocacy & Policy Development - Objectives

Strategic Planning Workgroup

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Executive Summary

805 UndocuFund is a non-profit organization launched in January 2018 in response to the Thomas Fire and Montecito Mudslides. It began as a massive joint effort among immigrant-serving Central Coast organizations alongside philanthropic partners to raise, case-manage, and distribute millions of dollars in direct aid to victims of numerous wildfires and other disasters.

The strategic planning process for 805 UndocuFund began in September 2024, with the first meeting of the Strategic Planning Committee held on December 19, 2024. The second meeting took place on January 29, 2025. Between these meetings, a change in federal administration shifted the tone of discussions, influencing the organization's strategic priorities and approach.

As a starting point, the Strategic Planning Committee referenced a document created in December 2021. However, this was the first time 805 UndocuFund had engaged in a formal strategic planning process. The committee unanimously agreed that the most significant organizational milestone over the past four years was the hiring of an executive director, which has strengthened leadership and operational capacity.

A key theme that emerged during discussions was the organization's evolving role. While originally established to respond to immediate disasters, the committee recognized the need to expand the definition of "disaster" to include the broader systemic issue of a "lack of comprehensive and humane immigration reform and exclusion of undocumented voices in decision making." This shift would allow 805 UndocuFund to respond more proactively to the ongoing challenges faced by undocumented individuals and families.

Looking ahead, the committee outlined a five-year vision focused on creating a sustainable organization with healthy financial reserves. The goal is to move away from operating in crisis mode and instead establish a stable infrastructure that allows for strategic, long-term impact. Additionally, the group emphasized the importance of changing the narrative around immigrants by challenging harmful language and stereotypes—such as the criminalization of immigrants and the use of terms like "illegal alien." A key strategy to achieve this would be sharing stories that humanize the immigrant experience.

To realize this vision, 805 UndocuFund aims to build strong organizational infrastructure, ensuring the right size and scope to meet its mission effectively while maintaining resilience in an evolving political and social landscape.

Mission and Vision

Mission

We mobilize resources when disaster hits, providing short-term financial relief to undocumented residents, and engage the undocumented immigrant community to advocate for long-term systems change.

Vision

We envision a future where undocumented individuals and families thrive in a region without systemic inequalities, have equitable access to resources to rebuild their lives with dignity after disaster, and their voices and lived experiences are centered in decision making.



Values

EQUITY

We believe that disaster relief must be impartial and ensure fair treatment, opportunity, and access to resources for all to be successful—including undocumented individuals and families.

INCLUSION

We believe that undocumented immigrant residents strengthen the Central Coast's resilience to disaster and that those voices and experience must be centered.

DIGNITY

We believe that all human beings are born equal in dignity. When disaster hits, every person is worthwhile, unique, and deserving, regardless of immigration status, class, language, national origin, race, age, sexual orientation, gender, religion, or abilities.

ACTION

We believe that ensuring financial disaster relief for all is fundamental to saving lives, minimizing suffering and protecting the livelihoods of undocumented immigrants in disaster.

SOLIDARITY

We believe that surviving and rebuilding after disaster relies on compassionate communities that come together to support each other.

EMPATHY

We believe in taking the time to listen, and deeply understand the loss, needs, and barriers faced by undocumented immigrants and other vulnerable communities to create sustainable and impactful disaster relief.

JUSTICE

We believe that fairness in disaster response and recovery requires protecting all human lives, providing equitable access to resources, and ensuring equal participation of diverse communities in disaster management.

HEALING

We believe in solidarity, empathy, and action to help communities reach and sustain a complete state of physical, mental, and social well-being when experiencing the trauma of disaster.

Priorities & Goals

Financial Distribution

- Increase Fundraising
- Grow the Disaster Relief Fund to \$100k
- Foster Stewardship

Community Organizing

- 805 Immigrant Coalition
- California Undocufund Network
- Organizing Resilience
- Leadership Development

Organizational Policy & Process Development

- Strengthen Operating Procedures
- Establish Fundraising Philosophy
- Build Volunteer Database
- Enhance Media and Communications

Advocacy & Policy Development

- Strengthen Data Collection
- Engage in Disaster Planning at Local and State Levels
- Advocate for Immigrant Rights

Financial Distribution Objectives

Increase Fundraising

1. Launch a monthly sustainer program
2. Increase individual donations
3. Increase board member giving
4. Secure large gifts, including business contributions and multi-year gifts
5. Host house parties
6. Organize community-led fundraisers, such as a Baile

Grow the Disaster Relief Fund to \$100k

1. Identify fundraising opportunities specific to the Disaster Relief Fund

Foster Stewardship

1. Build database (Little Green Light) for tracking donors
2. Publish quarterly newsletter
3. Stay in touch with institutional funders, i.e. foundations

Community Organizing Objectives

805 Immigrant Coalition

1. Build and manage Rapid Response Network, hire full-time coordinator, extend the network to include San Luis Obispo County
2. Convene and manage the 805 Immigrant Coalition, increase member participation
3. Establish the ICE Out of Santa Barbara County Coalition

California Undocufund Network

1. Continue co-leading the network alongside UndocuFund in Sonoma County, increase member participation

Organizing Resilience

1. Connect and explore opportunities

Leadership Development

1. Community Organizer complete 6-month leadership development program offered by CAUSE (Justice Leadership Institute (JLI) offered every other year)
2. Engage and mobilize communities to participate in advocacy and disaster preparedness activities
3. Establish an advisory committee, determine who would be represented (possibly recipients) and define how it would be different from board

Organizational Policy & Process Development Objectives

Strengthen Operating Procedures

1. Develop travel guidelines
2. Establish financial controls, i.e. credit card limits
3. Review employee handbook and identify gaps
4. Determine data collection, including client data storage and security

Establish Fundraising Philosophy

1. Develop agreement for who the organization accepts funding from
2. Determine who and how to promote funders

Build Volunteer Database

1. Establish process for vetting volunteers, such as references, referrals, and screening
2. Identify needs and roles for volunteers, i.e. data entry
3. Match volunteers with appropriate roles

Enhance Media and Communications

1. Develop a speaker's bureau
2. Create talking points, possible a shared document

Advocacy & Policy Development Objectives

Strengthen Data Collection

1. Determine what data is necessary to collect from clients, including demographic data, i.e. age, job, type of housing, zip code
2. Determine how long data is kept
3. Determine how data is used
4. Establish process for data storage
5. Collect narrative data and stories
6. Collect quantitative data, i.e. types of disasters, number of people served
7. Decide whether to use an opt-in system for contacting clients regarding community organizing opportunities

Engage in Disaster Planning at Local and State Levels

1. Participate in VOAD
2. Engage in ongoing fiscal sponsorship of statewide UndocuFund Network
3. Improve language access to emergency communications
4. Enhance workers' safety
5. Establish a safety net – expansion of unemployment benefits, federal aid, etc.
6. Bolster support for other disaster-related needs - evacuation, energy, housing, transportation

Advocate for Immigrant Rights

1. Coordinate training efforts, explore the need for a trainer position/consultant to host Know Your Rights info sessions, and consider a train-the-trainer model
2. Develop messaging and communications
3. Serve as the lead voice for the undocumented community
4. Lobby for immigrant defense
5. Explore Public Defenders Office for immigrant support
6. Increase undocumented voting access
 - a. Engage with California Immigrant Policy Center
 - b. Practice Integrated Voter Engagement
 - c. Provide voter education, i.e. how to speak at City Council
7. Develop policy campaign(s) to organize community
8. Connect everyone engaged in 805 to become an engaged voter or educated on voting

Thank You

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Donate

*Donate online at <https://www.805undocufund.org/donate>
Checks can be mailed to P. O Box 1154, Lompoc, CA 93438. Donations over
\$1,000 are preferable by check. Your donation is tax-deductible.*