

## Free Geek Vision

### **Introduction**

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Free Geek will be a flexible and fiscally solvent organization that provides premier volunteer, education, reuse, and recycling opportunities for the community we serve. Free Geek will continue to promote information technology's beneficial contributions to the community and ameliorate its negative aspects by keeping up with rapidly changing home and office technology. We aim to do this by diversifying our financial base, growing relationships with institutional donors, offering more robust education programs, attracting and retaining talented staff and volunteers, adapting production to technology trends, and building on Free Geek's strong brand.

### **Diversifying Our Financial Base**

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Free Geek will cultivate donors and major contributors and write grants to diversify our financial base and support future capital fund campaigns. One way we will report program success is through continued measurement of our impact on the community. We will also continue to diversify our income streams with an increased offering of paid services alongside production.

Free Geek's funding currently comes from the following sources: 65% from sales, 12% from contributions and grants, 22% from recycling, 1% from services.

*In two years*, Free Geek will have developed tools to effectively measure our impact on the community, and analyze trends in contributions, annual giving, hardware grants, etc. We will have an active contact management system in place that accurately tracks every essential communication we have with contacts. We will have at least twenty contributors giving amounts greater than \$500 annually. We will expand our service-related offerings including technical support and education. Our income will have increased to cover expenditures, and will be comprised of (approximately) 55% sales, 22% contributions, 18% recycling and 5% service-related.

*In five years*, Free Geek will have started our first capital fund campaign. We will have at least one hundred contributors giving amounts greater than \$500 annually. Our income will have increased to cover expenditures with six-months of operating reserve on-hand, and will be comprised of (approximately) 40% sales, 36% contributions, 12% recycling, 12% service-related.



## **Building Institutional Relationships**

Free Geek will continue to build on its strong presence in household recycling and develop strong institutional relationships. We will cultivate institutional donors and develop reuse programs for these organizations. Free Geek will build stronger relationships with institutional donors, including various city, county and state agencies—through the study and modification of our infrastructure and workflow in order to comply with data security standards.

*In two years*, Free Geek will have deployed data destruction policies that align with industry standards while allowing for reuse. We will have contracts with at least two organizations that provide technology with a quality and reuse potential similar to those we currently receive from our relationship with the City of Portland. We will receive over 20,000 computer systems annually from businesses with greater than ten employees.

*In five years*, Free Geek will have fully explored the possibility of external certifications of our data destruction methods and will have decided on the course of action. We will have contracts with at least five organizations that provide a quality and quantity of material similar to those we receive from our relationship with the City of Portland. We will receive over 23,000 computer systems annually from businesses with greater than ten employees.

## **Increasing Education Offerings**

Our education program will expand to allow for certification programs and offsite teaching capabilities with partner locations like libraries, low-income housing providers, and community centers. We will have explored the advantages and value of creating online learning modules and asynchronous educational materials. Along with its current role as the first contact point for many technologies and related concepts, our classes will serve as a conduit for bringing in volunteers with mid and high-range technical skills.

*In two years*, Free Geek will have fully explored certification programs and will be in the process of offering at least one program. We will have developed relationships for off-site classes with at least three organizations. We will shift away from our current Build Program configuration and will offer introductory aspects of this program through classes and/or workshops.

*In five years*, Free Geek will offer paid certification courses alongside free classes. We will have fully vetted the possibility and value of creating online learning modules and asynchronous educational materials. We will also have built the capacity for off-site classes with at least five organizations.

## **Growing Our Talent Pool**

Free Geek will continue to attract and retain talented people with mid and high-range technical skills. We will further bolster our environmental, educational and technological impact and opportunities to make a difference in the community.

*In two years*, Free Geek will strengthen our positive working environment and provide opportunities for personal and professional growth. We will annually assess employee and volunteer satisfaction.

*In five years*, Free Geek will achieve increased employee and volunteer satisfaction as evidenced by annual assessments.

## **Strengthening Volunteer and Intern Programs**

Free Geek will identify and prioritize current and prospective tracks of volunteers. Along with volunteers, our internships will provide more direct job-related training including a more formal process for tracking interns, better tracking of intern accomplishments, developing relationships with community partners to help our volunteers and interns find quality work placement. We will continue to provide opportunities for entry-level volunteers.

*In two years*, Free Geek will have refined our volunteer-tracking system to accurately evaluate the hours in various tracks and will have the capability to prioritize volunteers in these identified tracks. We will also have a system that accurately tracks the goals and outcomes of internships.

*In five years*, Free Geek will have exhaustively explored potential community partners for increased long-term volunteer and intern work placement.

## **Adapting to Technology Trends**

Free Geek will continue to emphasize reuse over recycling, and will regularly revisit our production methods and outlets to ensure that we are effective in this effort. We will de-emphasize the adoption of computers in favor of providing hardware through our grants program and partnerships with nonprofits, schools and programs that provide services to low-income and at-risk individuals.

*In two years*, Free Geek will be able to achieve production goals with or without shorter-term volunteers. We will be prepared to disburse all technology through our grants program, sales channels, and partnerships with other organizations. We will disburse 750 laptops annually and will have developed the capacity to disburse handheld gizmos.



*In five years*, Free Geek will have explored our ability to offer paid repair services for portable technology predicated on a more-skilled pool of workers and volunteers. We will continue to increase our ability to disburse a range of portable technology (e.g., laptops, tablets, smart phones).

### **Engaging the Community**

Free Geek will maintain a strong brand and positive name recognition by remaining active in the community, advertising, and engaging in outreach to potential institutional donors and grant recipients. We will increase awareness of Free Geek's potential for e-waste reuse among institutional donors and individuals, to increase the amount of materials we are able to successfully refurbish and recycle. We will also keep abreast of pending legislation that may positively or adversely affect our operations and we will participate in lobbying as appropriate.

*In two years*, Free Geek will have explored outreach strategies and created an outreach plan for both individuals and businesses. We will continue to participate in mission-related local events and associations including those that are involved with local, state and national legislation.

*In five years*, Free Geek will see increased brand awareness and recognition as a result of our outreach plan. We will have a comprehensive understanding of our advertising options, successes and failures. We will have staff dedicated to outreach for institutional partners and the media.