

MISSION AND VISION

Crosshatch builds strong communities through the intersections of art, farming, ecology and economy.

Crosshatch envisions communities that are grounded in place: where people connect through stories, music, art, shared work, and food, and where the economy and culture are rooted in the restoration of the earth and its people.

CORE VALUES

In all things, XH applies respect, empowerment, connection, collaboration and quality.

In instilling these core values, XH is adaptive, comprehensive, innovative, vulnerable and aware.

WHO WE SERVE

We support people with contagious curiosity, and people more interested in working together than working alone.

OUR VALUE PROPOSITION

- scaffolding for community-scale work
- affordable, DIY/DIT solutions
- creating memories of the future
- mutual aid and solidarity
- prototyping and evolving small-scale programs to find what works here
- “what we need is here”

Priority	Strategic Goals	Objectives
P1: Financial Stability	Build on a strong foundation of fiscal responsibility for future growth.	<ul style="list-style-type: none"> • increase earned income • reach new donors • develop funding model to launch and sustain Hatchquarters • maintain and grow a cash reserve
P2: Inspire, Educate, Promote	Speak louder and more clearly, please.	<ul style="list-style-type: none"> • launch XH Media • continue to provide excellent learning opportunities, both online and in the field • connect the community and build strategic partnerships invest in marketing and get a lot better at it
P3: Internal/Operational Excellence	Clarify and become more efficient, built on a foundational culture of care.	<ul style="list-style-type: none"> • create clear roles and action plans for board and staff. • re-engage and develop volunteer program • attract top talent by providing quality benefits and creating employee policies that prioritize self-care. • invest in board recruitment and education
P4: Enhance and Expand Programming	Reach wider communities	<ul style="list-style-type: none"> • audit the accessibility of all of our programs • build partnerships with more diverse organizations to reach more diverse audiences • balance online offerings that crush time and space limitations with in-person gatherings that retain a local focus. In all cases, strive to include the warmth of human connection.

KEY PERFORMANCE INDICATORS

- depth, breadth and diversity of engagement - a butts in seats question
- programs toolkitted and expanded
- # of people who have benefitted from scaffolding (from artists recv EF\$ or a residency to farmers gaining knowledge to a community member gaining access to new tools and techniques at HQ)

OUR NEEDED CAPABILITIES

- greater staff capacity for programming, communication and development
- strong volunteer program, including committees and board runway
- speaking clearly about the Crosshatch vision
- the ability to teach exceptional governance
- a comprehensive vision that integrates the many pieces and communicates the poetry of the work

ASPIRATION: HATCHQUARTERS

- Develop 50 acres of farmland into Hatchquarters, an ecological farmstead + maker space + artist residency + community space
- Support our community in developing space for social dances,

- art exhibits, potlucks, classes, and more
- Materialize the concept “art meets earth” through the collaboration of artists, farmers, and ecologists at Hatchquarters