



2026-2031 Secular Hub Strategic Plan

Community * Altruism * Reason * Education

Vision

A vibrant community where atheists, agnostics, humanists, and their families can meet, support each other, have fun, and explore ethics, science, and the human condition. We seek to establish a positive presence that contributes to the society at large.

Mission

To support and build up the secular community by providing a physical space and a broad range of activities that encourage learning, critical thinking, advocacy, altruism, and social connection.

Who We Are

Established in 2013 as a center for secular groups in the Denver Metro Area, the Secular Hub has since evolved into the largest, volunteer-run secular organization in Colorado. It is a friendly, welcoming space where non-believers find camaraderie, learn, and give back to the community. Secular Hub members organize educational events, social activities, and volunteer opportunities. The Secular Hub promotes the continued separation between religion and government.

Hub activities embody our values of community, altruism, reason, and education, including:

- Bringing in high-profile speakers such as Seth Andrews, Dan Barker, Aron Ra, Melanie Trecek-King, Kate Cohen, and Anthony Pinn
- Hosting local experts and groups on topics such as evolutionary biology, astronomy, and Denver history
- Weekly Coffee and Community and monthly Pancake Breakfasts
- Hikes to places like Dinosaur Ridge and hosting get-togethers such as our annual picnic
- Weekly movie nights, monthly game nights, comedy nights, and music programs
- Community service such as street cleaning, school supply drives, and food pantry support
- Staffing outreach booths at community festivals and events
- Hosting Secular Scouts to provide a secular youth development program for our youngest members

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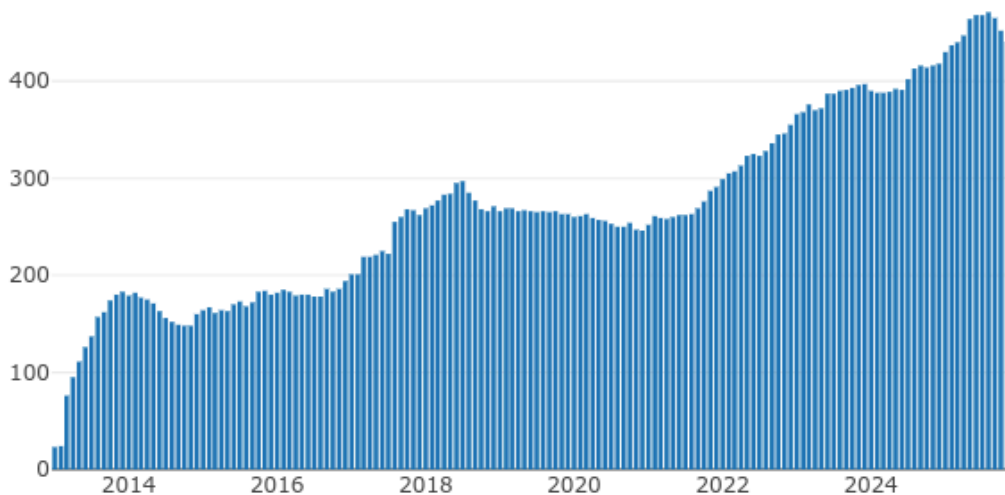
- Offering family and youth programming to support science education, altruism, and critical thinking, and to foster social community for secular youth
- Providing a supportive environment for marginalized secular communities (people of color, LGBTQ+, women, etc.)

The Hub also continues to build and unite the community of secular organizations across the Front Range through selective joint programming with partner groups and providing some use of its space to them for events and meetings.

Membership

The Secular Hub has grown since its inception. As of January 2026, there were approximately 444 Secular Hub members. There are currently five membership levels with the highest being \$100/month. Members are committed and close friendships have developed.

Secular Hub Member Counts by Month



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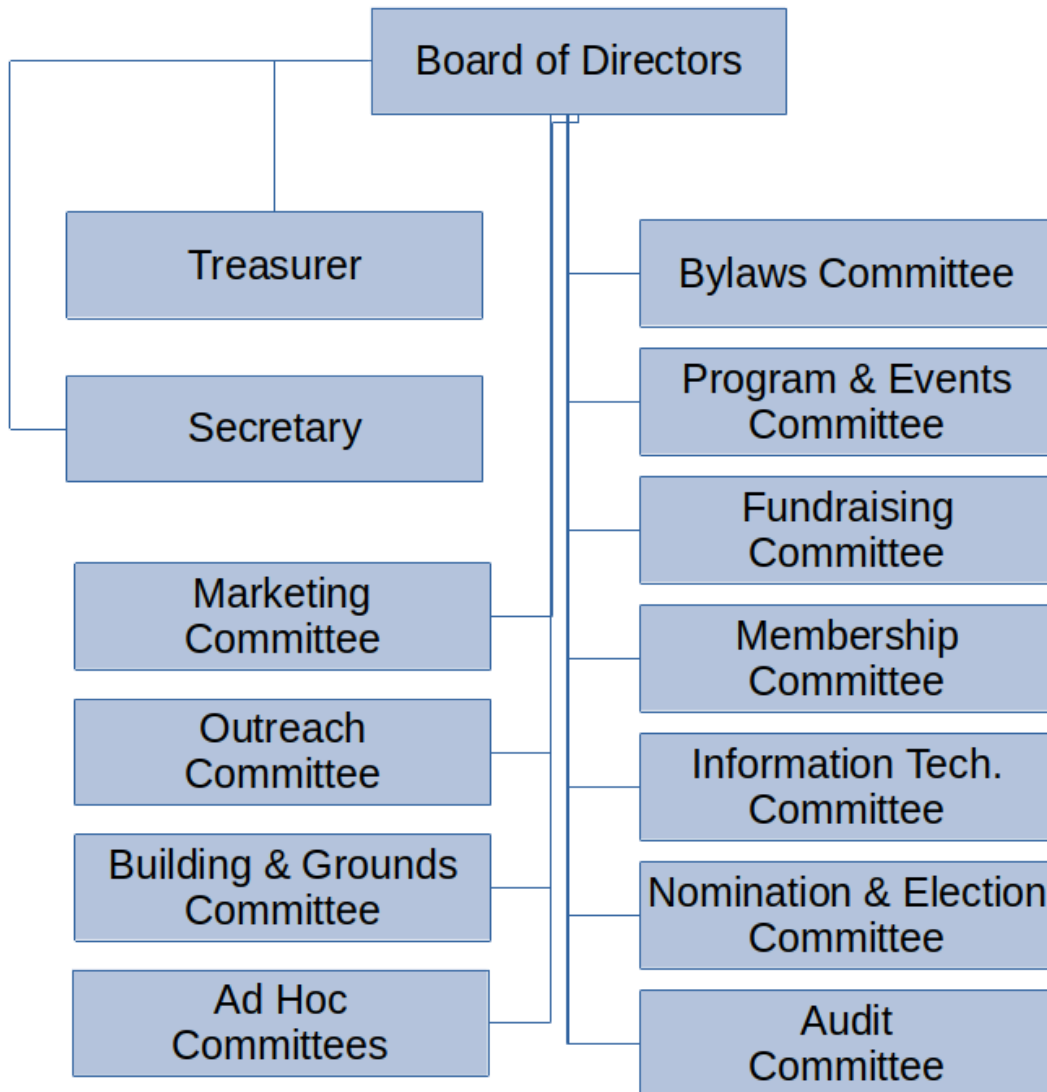


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Structure

The Hub is governed by an elected board of seven members. Each board member is elected for a two-year term and can serve multiple terms if elected. The Hub is 100% volunteer-run and various committees help plan and execute events, outreach, and service. There are no paid staff, and the board reaches out to membership for assistance when specialized skills are needed.



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Board of Directors

Board Role

Mission

Set priorities and develop strategies to achieve them. Oversee program implementation and evaluate effectiveness by reviewing selected portions of the strategic plan at each board meeting. Ensure the necessary resources of leadership to implement the mission.

Financial

Take responsibility for the organization's financial integrity and accountability. Ensure the necessary resources or funds to implement the mission.

Legal

Perform duties in good faith and in compliance with legal and fiduciary obligations.

Secular Hub 2025-2026 Board of Directors

Officers

Chairperson	Barb Sannwald
Vice Chairperson	Monica Toole
Treasurer	Barb Sannwald
Secretary	Diana White

At Large Directors

Becky Greben
Pete Haines
Dirk Huizenga



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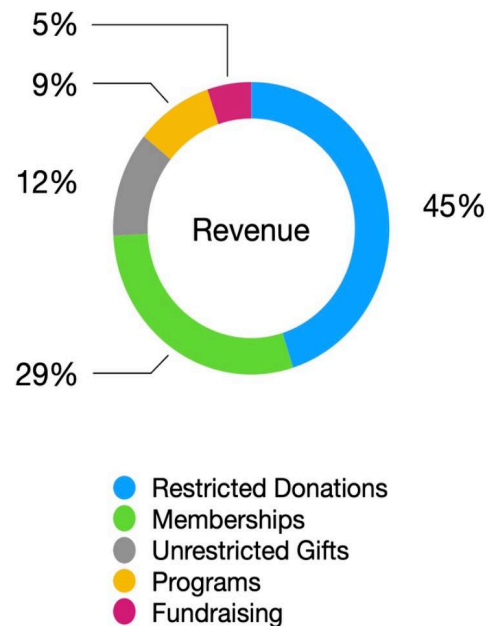
Finances

Fiscal Year (FY) 2024-2025 was the fourth full year in the new building. Loans taken to purchase the building are due in May 2026, so fundraising activity increased with the goal of paying back these loans. This led to higher-than-typical levels of restricted donations for the FY.

In current FY 2025-2026, even more financial resources and fundraising efforts have been directed toward paying off the debt remaining from the building purchase. Current FY expenses are also projected to increase, due to increased insurance costs.

Fiscal Year 2024-2025 Operating Revenue and Expenses

Operating Revenue	
Restricted Donations	\$61,871
Memberships	\$39,865
Unrestricted Gifts	\$15,957
Programs	\$12,415
Fundraising	\$7,055
Total Operating Revenue	\$137,163

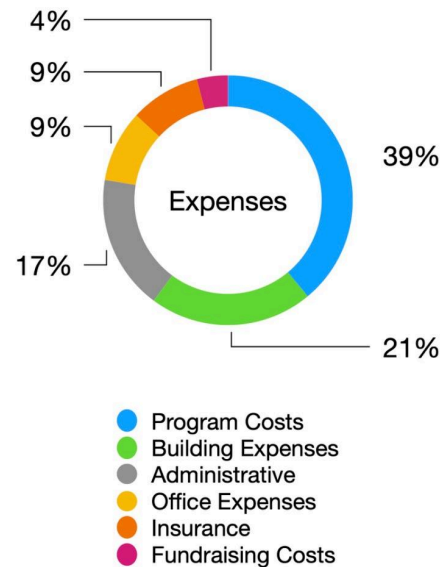




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Operating Expenses	
Program Costs	\$17,586
Building Expenses	\$9,557
Administrative	\$7,879
Office Expenses	\$4,184
Insurance	\$4,113
Fundraising Costs	\$1,811
Total Operating Expenses	\$45,130



Strategic Goals

1. [Acquire sufficient funds to meet our financial obligations and to afford a new physical location if necessary.](#)
2. [Grow the youth and family and 20/30s adult demographics in our membership; host more recurring events for both groups.](#)
3. [Expand and encourage Membership by Hub participants with the goal of increasing membership numbers by five percent annually.](#)
4. [Build diverse member-driven events that engage our secular community locally and online.](#)
5. [Increase the number, longevity, and coordination of active volunteers.](#)
6. [Strengthen and maintain relationships with affiliates and expand cooperation with other secular groups for our mutual benefit.](#)
7. [Develop strong internal systems to support sustainable growth.](#)

GOAL 1: Acquire sufficient funds to meet our financial obligations and to afford a new physical location if necessary.

The hallmark of the Hub’s mission – and existence – is to offer a brick-and-mortar community center where persons of all non-religious stripes can join other people for social connection and support. The Hub purchased a building for that purpose in 2021. During the next five years of

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ownership, it is expected that the Hub will invest annual net revenue toward two objectives: (1) maintenance of our current building, and, (2) saving toward a new physical location.

Strategies

- Maintain a minimum reserve balance for one year's expenses, currently estimated to be \$25,000.
- Reinvest 50% of remaining excess revenue in a Future Development Fund with reevaluation and adjustment at the end of each fiscal year.
- Create special use fundraising campaigns for desired improvements that exceed the capital improvement budget.

GOAL 2: Grow the youth and family and 20/30s adult demographics in our membership; host more recurring events for both groups.

There is a growing number of members with families and we want to support them by creating more family-oriented programming.

Strategies

- Recruit members to create and develop a youth and family programs committee.
- Recruit members to create and develop a 20/30s adults programs committee.
- Continue supporting the growth of our Secular Scouts troop under Hub sponsorship.
- Solicit input from members about family-oriented programs and get-togethers.
- Actively recruit Board members with young children and younger adults.
- Maintain a children's and teen-focused play area.
- Plan to have one family-focused event per quarter other than Family Movie Night and Secular Scouts, and a variety of 20/30s adult-focused events each quarter.
- Find new ways to incorporate youth into existing events/programs or by having an adult volunteer lead a youth activity during adult-oriented events.
- Work toward including a youth activity during every Coffee and Community (20 minute story time, other activity).
- Provide budget for younger adults programming.

GOAL 3: Expand and encourage Membership by Hub participants with the goal of increasing membership numbers by five percent annually.

Membership numbers have increased steadily since the Hub relocated to its new space. Demographic studies show that Colorado has a large population of non-religious people. The

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Hub intends to take measures to ensure that non-religious people in the Denver area become aware of the Secular Hub.

Strategies

- Recruit/Hire an individual to maintain media presence (Google Adwords, social media posts, website content updates).
- Complete marketing plan.
- Recruit a membership coordinator and/or committee.
- Retain 80% of members each year.
- Ensure that new people are welcomed at Coffee and Community and any major events/speakers.
- Deliver an announcement at Coffee and Community and major speaker or event that welcomes new people, provides Hub updates.
- Increase our traditional and social media footprint.
- Develop requirements for a redesigned secularhub.org website and implement them.
- Add more content to our YouTube channel.
- Improve follow-up on prospective members who attend events.
- Improve follow-up with past or lapsed members.
- Designate a member to consistently create content for/send newsletter to current, past, and prospective members.
- Conduct an annual membership survey.
- Reach out to past members to better understand attrition.
- Seek out and be responsive to requests for interviews and articles.
- Recognize and celebrate volunteers and donors.

GOAL 4: Build diverse member-driven events that engage our secular community locally and online.

The Hub seeks to appeal to the full spectrum of the local secular community by creating variety in its programming.

Strategies

- To encourage members to share their talents/knowledge through events at the Hub, Events Coordinator will engage in informal outreach to membership for ideas to create new and varied events that appeal to the talents and interests of our membership.
- Maintain a coordinated internal planning calendar for events and meeting room reservations.
- Include at least four nationally recognized speaker events annually.

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- Revise events instructional guide and make it easily accessible online and in print - AV equipment, setting up/opening, cleaning up/closing, etc.
- Expand community service initiatives.
- Livestream more events and post them for later viewing in order to engage people who are outside of our local area.
- Recruit and train event hosts.
- Designate a standing monthly event which allows members to share their skills/talents/knowledge.

GOAL 5: Increase the number, longevity, and coordination of active volunteers.

As the organization grows, we would like to move away from relying primarily on the Board to recruit and manage volunteers and instead empower non-board members to take on leadership roles in this area. This shift will encourage broader participation from our members, deepen their engagement, and make volunteerism a central part of how the Hub operates and grows.

Strategies

- Improve and better-execute internal processes.
- Define the role and scope of a potential volunteer coordinator.
- Expand/enhance participation from members to support various volunteer needs.
- Provide Board and Committee Chair support to volunteers as needed and appropriate so they can be effective.
- Give volunteers autonomy with some oversight.
- Encourage volunteerism as a vital part of Hub operations and growth.
- Recognize and celebrate volunteers.

GOAL 6: Strengthen and maintain relationships with affiliates and expand cooperation with other secular groups for our mutual benefit.

In addition to its own programs and events, the Secular Hub collaborates with select other organizations and provides a location for their meetings and events. Affiliates or allied groups may be asked to contribute in some fashion for the use of the Secular Hub's building.

Strategies

- Develop a more active working relationship with local secular organizations such as Jefferson Humanists, FFRF Metro Denver Chapter, Boulder Atheists, Pikes Peak Atheists, and Secular Haven.

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- Continue cross-promotion opportunities when mutually beneficial to promote goodwill and more communication. Cross-promotion should be approached on a case-by-case basis to ensure benefit to and consistency with the mission of the Secular Hub.
- Develop a more active working relationship with national organizations such as American Humanist Association, American Atheists, Americans United for Separation of Church and State, Center for Inquiry, Secular Coalition for America, Secular Student Alliance.
- Provide information regarding our affiliates and select community stakeholders and request that they reciprocate for the Secular Hub when mutually beneficial. We recognize that other groups may have unique functions and goals which may help serve our members in specific ways.
- Host a virtual or in-person Secular Summit annually to share advice and input from allied and affiliated groups with the goal of establishing more productive and active working relationships.

GOAL 7: Develop strong internal systems to support sustainable growth.

To support our long-term growth and increasing complexity that comes with increasing membership numbers, it is essential to modernize technology, improve information access, and clarify governance and policies.

Strategies

- Research and select a suitable CRM platform with self-service features in order to implement a fully integrated CRM system.
- Ensure IT infrastructure is compliant with security standards and meets organization needs by conducting regular IT audits and security assessments.
- Provide broader access to digital programs and procedures to reduce bottlenecks and to mitigate against single points of failure.
- Provide training on cybersecurity best practices for staff and volunteers.
- Review and revise Bylaws and Policies to support our larger, more complex organization.
- Identify and organize existing policies and combine them with policy revisions to create a formal policy manual.
- Integrate regular operational planning into board tasks.

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