Introduction

AMIGOS achieved record enrollment in our 55th year of offering meaningful service, leadership and immersion experiences throughout the Americas. In 2019, 793 students enrolled in AMIGOS programs — the largest number we have seen since our founding in 1965. In total, more than 30,000 young people have experienced the transformative power of an AMIGOS program. Those same 30,000 “Amigos” have gone out into the world with a new perspective on their roles as global citizens and a deeper understanding of what unites us despite our differences.

The COVID-19 pandemic has interrupted our historical program model, and at the same time opened up new opportunities to expand our impact. AMIGOS has an extraordinary opportunity to address the needs of the moment through innovations in programming and, at the same time, invest in the systems that underpin our future. Our commitment is to carry forward the best of what the organization has done over the past five and a half decades, while also evolving so that future generations will have the opportunity to choose AMIGOS. Over the next three years we will build and carry out new programs to support youth and communities facing extraordinary challenges. And we will complete a number of critical initiatives that will strengthen the capacity of the organization and shape our direction for the future.

Vision

Our vision is a world where all people are lifelong leaders sharing responsibility for our global community.

Mission

Our mission is to inspire leaders through authentic service and immersion experiences.

Values

- Safety First and Always
- Youth Leadership
- Transformative Outcomes
- Diversity Throughout
- Community-led
- Respect

AMIGOS is committed to high-quality programming, financial stewardship, operational excellence, and increased mission reach. Through this three-year strategic plan, we will achieve:

- A sustainable financial model and program offerings
- A simplified and effective organizational structure that expands enrollment
- Brand visibility for increased mission reach
Strategy One: A sustainable financial model and program offerings

AMIGOS leadership and service programs must simultaneously meet the needs of our communities and partner agencies and be attractive to today’s youth. As students’ lives and plans have been impacted by the pandemic they are looking for ways to connect, build community, learn, and play a positive role in their own communities. Our vision is to continue building a thoughtful program pipeline that offers teens and young adults the chance join AMIGOS at any age, while ensuring our programs remain relevant during the pandemic and beyond.

Goals
- Build programs to meet needs of youth and play a positive role in communities during the pandemic and for the future;
- Build connections and partnerships for recruiting; and
- Elevate philanthropy throughout the organization to drive equity, capacity, and innovation.

Strategy Two: A simplified and effective organizational structure that expands reach and expands enrollment

Excellence in operations requires intentional focus on strengthening core components of the organization's infrastructure: administration, human resources, legal, information technology, communications, and data analytics.

Goals
- Unify into an efficient, professional administrative and legal structure;
- Expand professional capacity key metro areas and activate Chapters for increased enrollment (post-pandemic);
- Strengthen and support a high-performing staff team;
- Foster diversity, equity, and inclusion;
- Modernize delivery of training program and curriculum; and
- Strengthen communication and technology systems to support our global team.

Strategy Three: Brand visibility for increased mission reach

For decades, AMIGOS has been considered the “best-kept secret” in volunteer programming abroad. Over the next three years, we will continue to build our marketing program, expand alumni engagement, and improve the tools we have available to ensure that every young person knows that AMIGOS exists.

Goals
- Drive brand recognition and awareness;
- Modernize information systems to support our staff, programs, and network; and
- Strengthen alumni and community engagement.