



2021-2023 Strategic Goals

Our 2020 – 2023 strategic goals are to:

Increase grant and donation revenue to \$100,000/year.

- Hired grant writer February 2021.
- Submit a minimum of 12 grants each year.
- Prioritize youth and veterans' program grants.

Expand from 20 to 36 NPO program partners by the end of 2023.

- January 2021, launched the youth mental health school program.

Grow to 16 full time program administrators.

- Diversity team seeking qualified candidates.

Develop one new market.

- Ventura county and Palm Springs areas both poised for expansion.

Undertake efficacy and outcomes research on Rock to Recovery's program.

- Officially partnered with the Herren Project in January 2021 to undertake a pilot program with schools 2021-2022 school year.
- January 2021, working with researchers in Irvine, CA and Portland, OR to create research protocols for implementation in 2021 and beyond.

Publish our "Rock to Recovery" book in 2021 and hold a book tour.

Break the 25,000-song mark on SoundCloud.

Approved by the Rock to Recovery Board of Directors in 2020.