



THE GEORGETOWN PROJECT
 Leaders In Youth Development Since 1997



2020-2022 Strategic Plan Overview

Our Vision:

A community where no child is hungry, hurt, alone or rejected, and where all children and youth feel loved, respected and treated with dignity.

Our Mission:

Identify needs and develop resources, relationships and services so that our youth becoming caring, capable and resilient individuals.

Performance Imperative Pillar 3
Well-designed and well-implemented programs and strategies.

Goal 1:
 Evaluate existing programs for continuance, transition or termination.

Goal 2:
 Evaluate readiness for new strategies, programs and partnerships.

Year 1-2 Strategies:
 Develop and implement Matrix Map process for evaluating current and future strategies, programs and partnerships.

Achieve Logic Model goals, outcomes, and performance metrics for programs.

Performance Imperative Pillar 4:
Financial health and sustainability.

Goal 1:
 Reach financial endowment fund goal.

Goal 2:
 Build board/staff capacity to assure annual budget surplus to build reserves.

Goal 3:
 Develop facilities plan for optimum growth and community visibility.

Year 1-2 Strategies:
 Increase Board capacity for meeting fundraising goals in annual budget.

Create facilities plan.

Performance Imperative Pillar 7:
External evaluation for vision/mission alignment and effectiveness.

Goal 1:
 Scale collective impact and youth planning initiatives for improving outcomes for Georgetown youth.

Year 1-2 Strategies:
 Hire grants/evaluation manager to assist CEO with grant writing/management, and with impact evaluation of TGP-managed programs/partnerships.

Reallocate CEO's time to allow increased focus on backbone leadership role for mission-centered community collective impact and youth planning initiatives.