

Strategic Plan

Dreams For Kids DC's vision is to target isolated youth with disabilities (especially now, during the pandemic) who don't have adequate opportunities to partake in activities that other children are able to experience daily. We differentiate ourselves from our competitors by the quality and abundance of volunteer support we offer. Each of our clinics ensures a 1:1 ratio of volunteer to participant.

DFKDC Clinics: Adaptive clinics held once or twice a month (digital and in-person) from waterskiing and football to cooking and Prom. Through our events, youth with disabilities are able to come off the sidelines and unite with their peers. The empowerment and self-confidence gained through the clinic will carry over from the field to the home, classroom, and the community.

DFKDC Holiday Celebration: The DFKDC Holiday Celebration is more than a seasonal party; it is our culminating year-end event that gives our participants the opportunity to “pay compassion forward.” Participants engage in a variety of philanthropic activities at the Holiday Celebration including: wrapping presents for underprivileged children, creating holiday cards for Veterans, and more.

Your Path To Success: DFKDC's mentorship program that provides communication, leadership, and vocational skill building. Over the course of 3 months, the program offers participants both workshops on topics such as resume development, interviewing, and formal communication; as well as, off-site team-building, site visits to places that employ those with disabilities, and opportunities to network. We seek for participants to walk away with meaningful relationships, new confidence, and real skills that allow them to pursue independence and gainful employment.

DFKDC Equality Summit Program: With a diverse population that includes 36% African American, 8% Asian American, and 1% Middle Eastern, it is pivotal for us to advocate for our families and promote disability awareness. The annual Equality Summit focuses on one important topic that our society is facing each year and bring together thoughtful leaders, speakers, and our own DFKDC participants to share their experiences, learn from each other, and most importantly – discuss how we can support change.

Dreams For Kids DC's success over the last ten years has been built on its volunteers and relationships. Since 2010, our most known program is our adaptive clinics, because of our partnerships with local sports teams (Washington Capitals, Washington Football Team, D.C. United) to create large scale adaptive sports clinics that show the impact we can all have when our local community comes together. Through our robust volunteer program, we are able to provide hands on support and camaraderie for each of our participants that attends our programming – implementing positive memories and foundations for repeat participation. We will utilize the ~2,100 volunteers in our database to ensure our usual 1:1 volunteer to participant ratio in our 2022 programming as well.

In 2022, we plan to use our relationships with local companies, to keep costs low through in-kind support. Our 2021 Your Path To Success partner, Van Metre Companies, has already confirmed to provide in-kind venue space for our weekly in-person meetings for our 2022 curriculum programs.

To inform our constituents and future families about our programming, we will continue to connect with like-minded organizations in our area – encouraging cross promotion of our programs. These partners include Autism Speaks, the Edlavitch DC Jewish Community Center, and local occupational therapists. Our DFKDC Parents Committee (which we formed in 2017) have served as advocates for our mission and

programs, and we will continue to work with them through monthly updates and bi-annual committee meetings to spread our message and provide important feedback.

2022 Goals:

Our 2021 goals were to return to in-person programming, which we were able to accomplish with 7 in-person events and 2 hybrid curriculums. Our goal for 2022 is to host at least 10 in person clinics, 12 virtual clinics, and 2 hybrid curriculums in 2022. Furthermore, we are hoping for an average of 20 participants for in-person clinics, 10 participants for virtual clinics, and 5 participants for each curriculum.

Each of our programs provides different types of empowerment; 1) social engagement through our adaptive clinics; 2) community service through our Holiday Program; 3) advocacy and confidence building through our Equality Summit Leadership Program; and 4) career development and vocational skills training through our Your Path To Success program. We will measure the depth of our impact by successfully running the above four programs in 2022.

Another major 2022 goal of ours is to complete our rebranding from Dreams For Kids DC to a new name and logo (same mission, vision, and programming) that will allow us to expand beyond the DC metropolitan area.

Five Year Goals:

- Open branches in different cities (nationally and internationally)
 - 2022 and beyond: DC
 - Continue schedule:
 - 2021: 4 adaptive clinics, 1 YPTS, 1 ESLP, 1 Holiday program, digital clinics as scheduled
 - 2022: 10 adaptive clinics, 1 YPTS, 1 ESLP, 1 Holiday program, digital clinics as scheduled
 - 2023 and beyond: 12 adaptive clinics, 1 YPTS, 1 ESLP, 1 Holiday program, digital clinics as scheduled
 - 2023: Los Angeles
 - Los Angeles branch goals
 - 2023: 4 adaptive clinics
 - 2024: 8 adaptive clinics and 1 holiday program
 - 2025 & 2026: 12 adaptive clinics and 1 holiday program
 - 2027 & beyond: 12 adaptive clinics, 1 holiday program, 1 curriculum
 - 2024 - 2025: research into next branch opening