

# Strategic Plan 2025

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MAY 12, 2022



# Strategic Plan 2025

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## Fortify Program Services

A) Update and secure RMFY Intellectual Property

B) Recruit, train, and retain talent

C) Strengthen program KPIs/outcomes

D) Publish and present scholarly material

# Strategic Plan 2025

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Increase  
Resources

A) Address vulnerabilities to agency sustainability and program quality

B) Diversify and increase revenue

C) Build fund development and marketing infrastructures

# Strategic Plan 2025

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Identify/  
Secure  
Strategic  
Alliances

A) Categorize and prioritize current agency alliances

B) Strategically increase Charlotte-based alliances

C) Update and operationalize alliance processes and procedures

D) Build agency alliances beyond the Charlotte market

# Strategic Plan 2025

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Increase  
Schools/  
Students  
Served

A) Address current program delivery vulnerabilities

B) Prepare for business expansion and programmatic scaling

C) Execute expansion plan to serve 4 new schools and 6 additional virtual groups.

# Year 1

July 1, 2022-June 30, 2023

*[Part A]*

## Actions for Success:

- Hire an internal program evaluator to acquire comparative data and lead evaluation efforts
- Update and track additional program Key Performance Indicators (KPIs)
- Address gaps in RMFY volunteer management infrastructure/systems
- Develop alliance categorizations, prioritization, and evaluation method
- Add 1 and upgrade 1 Charlotte-based alliance

# Year 1

July 1, 2022-June 30, 2023

*[Part B]*

## Actions for Success:

- Update costs of service; align on a new funding model
- Research and identify a method of scaling; develop an expansion budget
- Identify and secure 2 corporate sponsors to align investment to 2 new school sites in FY24 (underwriting 25% or more of the cost of service in new sites)
- Sustain or increase the operational budget by 1-5% in addition to cost of living/ performance salary increases for all staff
- Research options and submit paperwork for RMFY intellectual property protections

# Year 2

July 1, 2023-June 30, 2024

*[Part A]*

## Actions for Success:

- Scale into 2 new school sites and 3 virtual groups (serving approx. 150 additional students)
- Track program KPIs and execute comparative analyses
- Publish and present 3 RMFY impact studies
- Develop MOUs and contractual agreements with appropriate agency alliances
- Recruit/train and retain program talent
- Add 1 and upgrade 1 Charlotte-based alliance



# Year 2

July 1, 2023-June 30, 2024

*[Part B]*

## Actions for Success:

- Develop alternate revenue streams (e.g., fee structure, investments)
- Update CRM and marketing systems
- Hire fund development/marketing talent
- Identify and cultivate at least 2 agency alliances in a new (projected) market
- Identify and secure 2 corporate sponsors to align investment to 2 new school sites in FY25 (underwriting 25% or more of the cost of service in new sites)
- Sustain or increase the operational budget by 1-5% in addition to cost of living/ performance salary increases for all staff
- Raise at least 25% of the expansion budget

# Year 3

July 1, 2024-June 30, 2025

*[Part A]*

## Actions for Success:

- Scale into 2 new school sites and 3 virtual groups (serving approx. 150 additional students)
- Track program KPIs and execute comparative analyses
- Begin external evaluation to audit program data, outcomes, and impact
- Identify and cultivate at least 2 agency alliances in a new (projected) market
- Add 1 and upgrade 1 Charlotte-based alliance

# Year 3

July 1, 2024-June 30, 2025

*[Part B]*

## Actions for Success:

- Identify and secure 2 corporate sponsors to align investment to 2 new school sites in FY26 (underwriting 25% or more of the cost of service in new sites)
- Sustain or increase the operational budget by 1-5% in addition to cost of living/ performance salary increases for all staff
- Raise at least an additional 25% of the expansion budget
- Develop the next 3-year strategic plan