



STRATEGIC PLAN

2025

UPDATED: 11/6/24

Vision Statement

Break the cycle of generational trauma and build a skilled and marketable workforce in the skilled trades.

Mission Statement

Provide at-risk youth with the instruction, tools, and mentoring required to earn a livable wage and have a viable career in the skilled trades.

Core Values

- Community and Advocacy
- Empathy and Understanding
- Honesty and Integrity
- Selflessness and Self-awareness
- Quality and Craftsmanship

Tagline

Creating jobs and safer communities

Focus Areas

- Board Governance
- Finance and Compliance
- Program Design, Development, and Management
- Staff and Volunteer
- Fundraising and Communications
- Administration and Operations

2025 SMART Accomplishments

I. Board Governance	Lead	Status
Adopt sound, ethical governance and financial management policies.		

- Complete orientation with all board members Derry In Process
- Lead governance knowledge-building activities at board meetings Open Not Started
- Achieve 75% or better board and committee meeting attendance Gabe Ongoing

II. Finance and Compliance

Remain compliant and update to date. Deliver accurate and valuable financial reports to leadership.

- Purchase and migrate to QuickBooks Online Nadja In Process
- Provide Nadja with CPA support and training on nonprofit bookkeeping Nadja In Process
- Remain in good standing/current on federal, state, and city filings. Al Ongoing

III. Program Design, Development, and Management

Create and implement consistent high-impact programs.

- Build out space at 2111 Eisenhower Avenue Roberto In Process
- Add a 2nd 14-person cohort on staggered Saturdays Roberto Non Started
- Implement program outcome metrics and tracking processes Open In Process

IV. Staff and Volunteers

Recruit, onboard, and manage high-quality dedicated board members, volunteers, and staff.

- Process staff and volunteers through orientation Andrea In Progress
- Hire a Family Engagement Coordinator Roberto Not Started
- Recruit a Program Support Specialist volunteer Andrea Not Started
- Recruit three engaged volunteers Roberto Not Started

V. Fundraising and Communications

Actively pursuing foundation grants, corporate gifts, and individual donations.

- Raise \$200,000 in organization gifts Roberto Not Started
 - 1. Grant readiness. 2. Research and funding strategy. 3. Write/submit and evaluate results.
- Raise \$35,000 from individual donations in addition to Roberto's gifts Roberto In Process
 - 6x a year newsletter and 6x a year appeal letter in MailChimp
 - Mailing list acquisition from friendraising and fundraising events, one on one, social media.
- Achieve 100% board giving and board engagement in getting Board Chair Not Started
- Recruit development associate and grants support Derry In Progress
- Enhance newsletter and appeal through Mailchimp Derry Done 2024

VI. Administration and Operations

Build organization quickly while maintaining quality, transparency, and values.

- Add Quickbooks, Docusign and other efficiencies

Derry

In Progress