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EmberHope Youthville



From the president and CEO

We are pleased to share EmberHope Youthville's 2019 and 2020 strategic plan. This plan will guide future priorities and decisions for our organization. It aligns with EmberHope Youthville's mission of sparking change to improve lives for at-risk children and families.

We are grateful to the Wichita State University Community Engagement Institute for designing a process that allowed us to vision, plan and prepare to meet the opportunities ahead. Our strategic plan was developed with input from clients, staff, stakeholders, and board members through in-person dialog, surveys and group meetings. Board Members and staff met to brainstorm EmberHope Youthville's strengths and opportunities to realize the vision for the future.

We had such energized participation as we envisioned a future in which EmberHope Youthville is an agent for change and improvement in the areas it serves and is a thriving organization poised to make a difference. This plan provides an outlook for EmberHope Youthville, and we look forward to engaging new and existing stakeholders.

Governance

EmberHope Youthville is the board of choice.

1. The Board of Directors is diverse in members.
2. The Board is educated on how to inform stakeholders.

Recruitment & Retention

EmberHope Youthville is the employer of choice.

1. Create and maintain a learning environment where staff and volunteers meet and exceed training competencies.
2. Recruit and retain a competent, trauma-informed workforce and volunteer base.
3. Create and maintain an organizational culture where staff and volunteers feel valued and know how they contribute to organizational success.

Marketing & Communication

Create a comprehensive fundraising plan.

1. Use data and portfolio management strategies to identify major gift prospects.
2. Develop a cohesive EmberHope Youthville brand.
3. Expand EmberHope Youthville's digital media footprint.

Diversify Funding

EmberHope Youthville will expand revenue sources.

1. Pursue the agency's capacity for current and new business opportunities.
2. Pursue new programs and services which are fiscally solvent and meet EHY's mission.
3. Revitalize the Youthville Foundation.

Enhance Quality Programs

Be the leading provider in our services.

1. Organization is positioned to expand programs.
2. EmberHope Youthville maximizes tools to ensure timely and accurate use of data.
3. Organization meets and exceeds identified benchmarks.