

Not-for-Profit One-Page Balanced Strategic Plan

Vision:	Improve access to basic needs—food, water, shelter, good health and education—for children living in poverty		
Mission:	Support and deliver programs and services that reduce the impact of poverty on children worldwide		
Strategic Themes:	<i>Strategic Partnering Excellence</i>	<i>Advocacy</i>	<i>Program Excellence</i>
Strategic Results:	Expand the resource pool through quality partnerships to support program delivery, fundraising and advocacy.	Leaders visibly support our cause and, as a result, targeted legislative victories increase and there is more public awareness of our cause.	Resources are marshaled to deliver efficient, effective and scalable programs and services.

Strategic Objectives and Strategy Map		Measures	Targets	Initiatives
Customer / Stakeholder		<ul style="list-style-type: none"> No. children living in poverty Aid requests processed within targets Customer satisfaction Growth in public awareness Growth in programming 	<ul style="list-style-type: none"> ↓3% in each quarter ↑85 % this year ↑3% this year ↑3% this year 3 new programs add 	<ul style="list-style-type: none"> Partner for Jobs Program New Star Partner Program implemented Implement Partner Relationship Management System Benchmark poverty programs
Financial Stewardship		<ul style="list-style-type: none"> Cost per child-day Administrative and program support burden 	<ul style="list-style-type: none"> Maintain current rate for this year No greater than 16 % of budget 	<ul style="list-style-type: none"> Implement program financial tracking system
Internal Process		<ul style="list-style-type: none"> Child poverty as an issue ranking Request cycle time Children served No. articles/papers/ presentations published Partner satisfaction 	<ul style="list-style-type: none"> 87% next period ↓10% this year 85% of eligible population 12 this year 94% this year 	<ul style="list-style-type: none"> Implement Partner Relationship Management System Start Partner Delivery Workshop Program Gain endorsements from athletes Six Sigma Improvement Program
Organizational Capacity		<ul style="list-style-type: none"> Funds received Funds active rate Employee probation Employee satisfaction Program signup errors 	<ul style="list-style-type: none"> ↑7% this year 92% of funds activated within 30 days 95% completion 92% this year ↓3.5% this year 	<ul style="list-style-type: none"> Donor Analytics Project New employee on-boarding process Shared Services Project
Core Values:		<ul style="list-style-type: none"> Integrity Commitment Leadership Accountability Compassion Collaboration 		