## 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:

<table>
<thead>
<tr>
<th>Strategic Partnering Excellence</th>
<th>Advocacy</th>
<th>Program Excellence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expand the resource pool through quality partnerships to support program delivery, fundraising and advocacy.</td>
<td>Leaders visibly support our cause and, as a result, targeted legislative victories increase and there is more public awareness of our cause.</td>
<td>Resources are marshaled to deliver efficient, effective and scalable programs and services.</td>
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</tbody>
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### Strategic Objectives and Strategy Map

#### Customer / Stakeholder

- Increase Awareness and Support for Children
- Reduce Child Poverty
- Increase Stakeholder / Partner Effectiveness

#### Financial Stewardship

- Improve Resource Cost Effectiveness
- Cost per child-day: Maintain current rate for this year
- Administrative and program support burden: No greater than 16% of budget

#### Internal Process

- Improve Advocacy
- Increase Business Efficiency
- Improve Knowledge Management
- Improve Stakeholder / Partner Development

#### Organizational Capacity

- Increase Financial Donor Resources
- Improve Talent Management
- Improve Structures and Practices

#### Core Values:

- Integrity
- Commitment
- Leadership
- Accountability
- Compassion
- Collaboration

### Measures

- No. children living in poverty: 33% in each quarter
- Aid requests processed within targets: 95% this year
- Customer satisfaction: 13% this year
- Growth in public awareness: 13% this year
- Growth in programming: 3 new programs add
- Cost per child-day: Maintaining current rate for this year
- Administrative and program support burden: No greater than 16% of budget
- Child poverty as an issue ranking: 87% next period
- Request cycle time: 10% this year
- Children served: 85% of eligible population
- No. articles/papers/presentations published: 12 this year
- Partner satisfaction: 94% this year
- Funds received: 17% this year
- Funds active rate: 92% of funds activated within 90 days
- Employee probation: 95% completion
- Employee satisfaction: 92% this year
- Program signup errors: 3.5% this year

### Targets

- **Revenue:**
  - Increase revenue by 10% this year
  - Maintain current rate for this year
- **Programs:**
  - Increase program efficiency by 20% next period
  - Maintain current rate for this year
- **Staff:**
  - Increase staff by 15% this year
  - Maintain current rate for this year

### Initiatives

- Partner for Jobs Program
- New Star Partner Program Implemented
- Implement Partner Relationship Management System
- Benchmark poverty programs
- Implement program financial tracking system
- Implement Partner Relationship Management System
- Start Partner Delivery Workshop Program
- Gain endorsements from athletes
- Six Sigma improvement Program

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