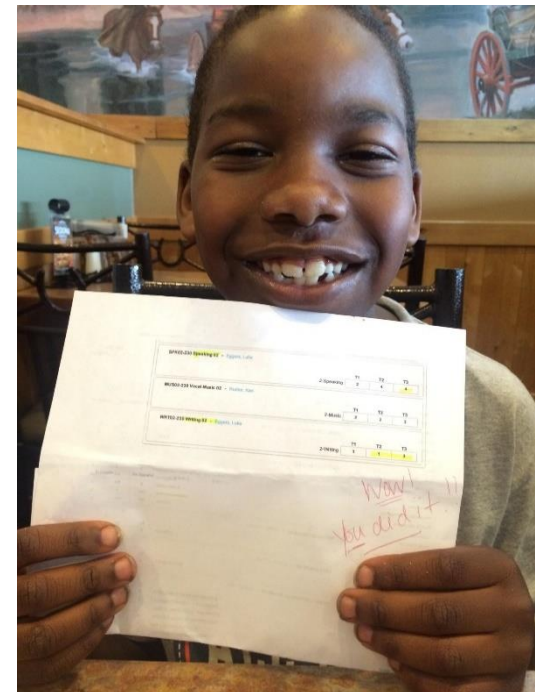




"All Children Achieving Financial
Success!"

Strategic Plan Executive Summary

2015-2021





"All Children Achieving Financial
Success!"

Mission Statement

To promote financial stewardship to students in Iowa's Cedar Valley through education, mentoring, and resources for the cause of economic advancement.

Core Values

Inclusion

Success for all

Development

We come as we are and leave better

Respect

For everyone

Community

Bridging Social Divides

Hope

Sustained Commitment

Education

The vehicle for self-sufficiency and freedom

Strategic Plan and Objectives 2015-2020

Goal #1: Increase Number of Participants and Expand into New Communities (Lowell in Waterloo and North Cedar in Cedar Falls)

- Objective 1:1 AY 2015-2016: Add 23 Conditional Cash Transfer (CCT) students for a total of 75 CCT students
- Objective 1:2 AY 2016-2017: Add 25 CCT students for a total of 100 CCT students
- Objective 1:3 AY 2017-2018: Add 25 CCT students for a total of 125 CCT students
- Objective 1:4 AY 2018-2019: Add 25 CCT students for a total of 150 CCT students
- Objective 1:5 AY 2019-2020: Add 30 CCT students for a total of 180 CCT students

Goal #2: Increase Revenue Generation and Financial Stability

- Objective 2:1: Determine the optimum revenue balance from research and best practices
- Objective 2:2: Create an annual fundraising plan to increase annual individual giving, corporate giving and grants.
- Objective 2:3: Maintain and expand detailed database of donors and foundations.
- Objective 2:4: Research options for funding from large sources (govt. grants)

Goal #3: Strengthen Organizational Governance

- Objective 3:1: Develop a Board Recruitment and Training Plan.
- Objective 3:2: Implementation of the Board Recruitment and Training Plan.

Goal #4: Ensure an effective, challenging, and rewarding work environment

- Objective 4:1: Create an employment development plan.
- Objective 4:2: Create detailed job descriptions for all positions.
- Objective 4:3: Improve data collection systems

Goal #5: Provide outstanding support and training to adult program participants, including volunteers and CCT parent/guardians

- Objective 5:1: Hire a fulltime Program Director whose job is to improve and oversee support and training for adult participants

- Objective 5:2: Expand volunteer base to include bilingual volunteers and as well as more volunteers from CCT students' communities
- Objective 5:3: Create detailed volunteer and CCT parent/guardian job descriptions
- Objective 5:4: Create a volunteer recruitment and training plan.

Goal #6: Increase Public Awareness of The Job Foundation

- Objective 6:1: Develop and recruit members to a Marketing & Communications Committee.
- Objective 6:2: Develop video with personal testimonies from students, parents, volunteers and donors
- Objective 6:3: Develop and implement a public awareness plan including a plan for public speaking schedule

Goal #7: Continue providing high quality services to current and future students and families

- Objective 7:1: Improve formalization and documentation of the recruitment process
- Objective 7:2: Formalize and document family orientation procedures
- Objective 7:3: Formalize and document the methods used to particulate programming

Goal #8: Research, plan, and implement a pilot program in Cedar Falls

- Objective 8:1: Explore partnering
- Objective 8:2: Identify one or more partner organizations
- Objective 8:3: Train and equip key leader in Cedar Falls



