



*Inspiring all girls to be **strong, smart, and bold**<sup>SM</sup>*

## **STRATEGIC PRIORITIES AND OBJECTIVES FY2017-FY2021**

### **Vision**

Girls Inc. of Memphis alumnae engage fully in the civic and economic life of Memphis, which respects and values girls and their perspectives.

### **Mission**

Inspiring girls to be strong, smart, and bold.

### **STRATEGIC PRIORITIES**

1. Adopt a business model for fiscal and programmatic accountability
2. Implement a funding model to support growth and sustainability
3. Design and build physical space for success
4. Enhance the Girls Inc. Experience
5. Grow the number of girls receiving the Girls Inc. Experience
6. Advocate for all girls

### **STRATEGIC PRIORITIES & OBJECTIVES**

#### **1. Adopt a business model for fiscal and programmatic accountability**

- a. Staff and board structure accommodate growth and excellence in the Girls. Inc. Experience
- b. Annual budget is revenue based and projected through completion of the strategic plan
- c. Systems measure and monitor performance of staff and board
- d. Strategic partnerships support programs, growth, and advocacy

#### **2. Implement a funding model to support growth and sustainability**

- a. Achieve six-month reserve fund
- b. Year over year increases in revenue from individual donors
- c. Year over year increase in percentage of annual revenue for unrestricted use
- d. Annual fund development plan ensures annual surplus
- e. Strategic fund development plan for capital growth

**3. Design and build physical space for success**

- a. All program spaces exhibit the power of the Girls Inc. Experience
- b. Frayser Campus established in accordance to growth plan
- c. South Memphis facility established in accordance to growth plan
- d. Berclair facility established in accordance to growth plan

**4. Enhance the Girls Inc. Experience**

- a. Programs exhibit alignment with the Girls Inc. Experience
- b. Active engagement of stakeholders at all levels of the Girls Inc. Experience
- c. All programs and curriculum designed and implemented to ensure delivery of Core Essential Services

**5. Grow the number of girls receiving the Girls Inc. Experience**

- a. All programs at capacity
- b. 75% of girls served are in circles A & B

**6. Advocate for all girls**

- a. Board, staff, and girls are leading advocates in Greater Memphis for advancing the rights and opportunities for all girls
- b. Collaborate to advocate for girls regionally and state-wide