



BANKHEAD BOYS ASSOCIATION STRATEGIC PLAN

2020 - 2023

Our Vision



To provide an opportunity for young boys to transform into independent, responsible, successful adults. Our specific focus is boys living in low-income areas of metropolitan Atlanta.

What makes our organization unique?



We've been building boys into men in Atlanta since 1990

We pick up the boys at their residence or school and bring them to our workplace mentoring and scouting activities where we coach to help them:

- Graduate from high school
- Prepare for post high school options
- Become responsible leaders
- Become independent adults
- Develop life skills: financial management, family excellence, social/emotional well-being, etc.
- Deal with negative life influences: drugs, gangs, etc.



3-Year Success Goals

YEAR ENDING

	<u>8-31-21</u>	<u>8-31-22</u>	<u>8-31-23</u>
Total Expense Dollars	\$156 K	\$195 K	250 K
Total Expense Dollars Per Boy	\$ 3 K	\$ 2.5 K	\$ 2.5 K
# of Boys (2+ times/month)	52	78	100

Success Metrics for Bankhead Boys Association.



Metrics includes the 3 targets on previous slide and these 6 additional ones: (1) Boy Scout merit badge achievement, (2) high school graduate rates compared to norm, (3) number of boys post-high school who are in college, vocational school, military, or a job within 6 months of graduation, (4) attendance of boys by activity, (5) contribution dollars, and (6) maintaining a fun and educational calendar of events.



One Year Strategies

Our **goals** will come as the result of achieving these

FOUR game changing strategic initiatives:

1 Raise \$200,000 during fiscal year ending August 31, 2021.



- Send quarterly newsletters to all BBA program graduates, mentors, volunteers, donors, BOD members, anyone in contact with BBA.
- Create marketing material that tells the BBA story.
- Implement strategies for individual donors, corporate sponsors, and community foundations.
- Investigate speaking opportunities with ideal target groups.

2 Grow from 35 boys participating 2+ times per month to 52 boys



- Recruit new volunteers to help with programs.
- Renovate scout house (replace roof, winterize, add kitchen, plumbing, HVAC and electric).
- Start a new recruiting strategy for boys when Covid-19 crisis eases.

3

Improve our mentoring program



- Create a standardized certification training program.
- Provide 21 virtual mentoring sessions per week during Covid-19.
- Increase to 40 face-to-face mentoring sessions when Covid-19 ends.

4

Deliver 12 life skills training workshops.



- Identify life skill topics.
- Identify and confirm topic presenters.
- Complete life skill training calendar.
- Implement training schedule.

We genuinely care about these kids