



**girls
inc.**

of Los Angeles

Strategic Plan 2023-2025



CEO: Erin Ross, Board Chair: Nicole Sams

Strategic Planning Task Force: Joanna Belcher, Dorian Garcia, Stacey Lewis, Barry Patmore, Catherine Sadler, Amy Williams

Our Vision

is to inspire all girls to be strong, smart and bold. We deeply believe that our girls are inherently strong and talented and that it is our role to help them tap into those strengths and amplify their talents.

Executive Summary

INTRODUCTION

At Girls Inc. of Los Angeles, our mission is to empower the girls of Los Angeles to tap into their strengths and amplify their talents with pro-girl results-oriented programs, events and advocacy.

In September 2022, the Board of Girls Inc. of Los Angeles formed a Strategic Plan Task Force to develop a three year roadmap to help us achieve our mission and deepen our impact.

The process outlined below and in the full plan helped the task force identify the organization's key challenges and opportunities, understand the current landscape of similar girl-serving organizations and set clear, ambitious goals for the next three years.

The board and staff believe we now have a clear vision for the organization's future and are well positioned to grow and sustain in order to meet the needs of the girls we serve.

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We prioritize serving girls of color ages 5-18 (including youth identifying as female) living in under-resourced neighborhoods who face intersecting systemic inequities that limit the resources and opportunities they need to succeed.





Our core program tenets **strong, smart and bold** are designed to equip girls with the confidence and skills they need to become the leaders of today and tomorrow.

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ORGANIZATION VISION AND VALUES

As an organization, we value approaching our work with empathy, positivity and collaboration. Our goal is to provide our girls with empowering and innovative experiences that connect them to the broader world and have a meaningful impact on their lives. We strive to be transparent and accountable to ensure we are best meeting the needs of our girls and the communities we serve.

Embedded deeply in our values is a commitment to diversity, inclusion and equity. This informs our work with the communities we serve, how we tell stories, who we partner with, how we approach building our board and recruiting, training and supporting our staff.

This plan incorporates these values into our goals and implementation.

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PROCESS

The task force underwent a multi-phase process to assess the organization's current state, set initial goals, learn from peers and similar organizations and refine the ultimate plan. As part of the process, the task force met with three Girls Inc. affiliates that were identified as strong peers - based on similarities in program model, geography and scalability.

The learning from these affiliates - Tarrant County, Alameda County and Orange County - proved invaluable as the task force considered staffing, program impact, school partnerships and more. An early version of the key issues and goals was also shared at the staff retreat for the full staff to share their feedback and perspective. The task force gave feedback on several iterations of the issues and goals before they were presented to the full Board in December 2022.

Executive Summary

GOALS

After this in-depth process, the task force finalized these key goals:

BY 2025:

1000

Girls Inc. of Los Angeles consistently serves 1000 girls a year with high-quality programming.

10

Girls Inc. LA deepens presence in key feeder patterns serving 10 schools, including expanding programs to high schools.



Girls who consistently attend Girls Inc. programming demonstrate:

- Increased sense of self/self-confidence
- Increased sense of belonging/resiliency
- Increased curiosity about career pathways and higher education options

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GOALS

After this in-depth process, the task force finalized these key goals:

BY 2025:



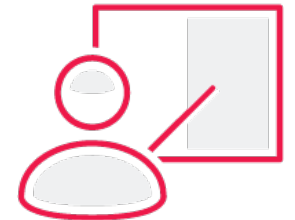
Caregivers and school partners report that girls receive programming and support at Girls Inc. that they would not receive otherwise.

\$2M

Annual budget grows to \$2M, with a sustainable, diverse funding pool of individuals, foundations, corporations and school partners.



Girls Inc. LA is viewed and well known as a respected, trusted partner - both in the community and among funders.



Girls Inc. lays the groundwork to be seen as an authority on policy issues impacting girls and young women by engaging elected officials, contributing to op-eds, and working closely with other organizations.

Executive Summary

IMPLEMENTATION AND EVALUATION

An implementation plan for the first year was developed in conjunction with the task force and shared with the full board in February 2023. The implementation plan looks at the key issues and sets targets for actions in 2023 that will set the foundation for the overall goals to be achieved by 2025.

Progress towards implementation will be shared regularly at board meetings. Subsequent annual implementation plans will be developed and assessed by the task force and shared with the full board each year.

The task force will also reevaluate the feasibility of the goals on an annual basis and make recommendations to the board, if any revisions need to be made

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APPRECIATION

This process would not have been possible without the deep investment of the Girls Inc. of Los Angeles Board, especially those members who dedicated many hours to the Task Force: Joanna Belcher, Stacey Lewis, Barry Patmore, Catherine Sadler, Nicole Sams and Amy Williams. Additionally, Director of Programs Dorian Garcia provided invaluable insight and perspective throughout the process.

