

2020 - 2023 STRATEGIC PLAN

Rosemary's Babies Company/August 2020



PURPOSE & GOAL:

To truly realize the potential for Rosemary's Babies Co. (RBC), a nonprofit organization committed to raising up Cincinnati's teen parents and their families and strengthening the village around them, we needed to take our formula to scale. Our goal is that not only do we bring about social change through high-quality programs, but build to scale, constantly measuring and sharing impact and outcomes, support our team of professionals, and improve our financial sustainability.

We see that there is significant need for quality services centered around teen parents and their families and substantial interest from other nonprofit organizations and corporations. We remain committed to and focused on the priority focus areas outlined in our strategic plan, and continuing dialogue on the critical issues and priorities as we face the next five years. This document is the result of a conversation supported by RBC and facilitated by SPARK Philanthropy, LLC, that also includes the Board of Trustees and community stakeholders.

GOAL #1: FOCUS ON FUNDRAISING

In order to achieve these bold goals, we must increase organizational revenue to support effectiveness and sustainability. This includes taking a deep dive into long-term revenue streams from local and national funders to support organization operations at National, State and Local levels.

TARGET

Increase total revenue of the RBC Movement by 30%.

STRATEGIES

- Focus on board development and fundraising to diversify and increase revenue.
- Increase individual giving and major gifts.
- Expand our capacity to attract new funding at national, state and local levels.
- Leverage new property to raise private sector funding.
- Expand on earned income.

GOAL #2: INCREASE AWARENESS & VISIBILITY

Teen pregnancy is increasing. Forecast suggests teens are at a higher risk of teen pregnancy and numbers will increase for Hispanics and minorities. More and more teens need RBC. We must ensure that our Movement is reaching as many teen parents as possible, in new ways by building awareness and visibility to influence change and promote action.

TARGET

Develop a 24-month marketing plan that creates visibility and engagement around RBCs mission and vision.

STRATEGIES

- Develop a community centric Outlook Summit on Youth Pregnancy Prevention & Parenthood Awareness. *Scheduled for 2022.
- Measure our progress using social media analytics.
- Develop targeted communication vehicles to address diverse audiences.
- Focus on collaboration strategies for direct referrals.

“The teen parent dilemma is at the root of poverty, homelessness, domestic violence.”

~Elaine Bobbey, President & Managing Director, Evenflo Feeding, Inc.

GOAL #3: ACHIEVE HIGH LEVEL PROGRAM QUALITY

The first step in ensuring that every teen parent has a positive and lasting experience is to make sure that we have quality program standards, an assessment process, and a trained staff and board so we can position RBC as a leading youth development advocate to teen parents.

TARGETS

- By 2025, RBC will serve an additional 1,000 families.
- Reduce dual pregnancies by 100%.
- Increase the number of teen parents that graduate from HS by 25%.

GOAL #4: INCREASE ORGANIZATION CAPACITY

To know we are succeeding, means that we need to invest in the needed resources – people – to get execute our good work. That means strengthening leadership, develop resources and build capacity to drive quality and increase impact.

TARGET

- Strengthen RBC by growing capacity:
 - RBC Board; max. capacity 15
 - 2 Full Time and 5 Part-Time positions
 - Increase volunteer engagement by 50%



STRATEGIES

- Open supportive housing to better serve teen parents.
- Expand and strengthen our existing partnerships to leverage current and future programs.
- Collect and report high-quality data.
- Certify programs for families to increase overall family income.

STRATEGIES

- Continue policy work including public health initiatives through City, State and National Initiatives.
- Provide training and coaching, and development opportunities; employees, volunteers and the Board.
- Build and strengthen board capabilities to ensure diversity and inclusion.
- Use Key Performance Indicators (PKIs) to assess

PURSUIT OF VISION 2025: THE RBC MOVEMENT

*Rosemary's Babies Company Vision 2025 is a Movement to expand our vision to enable our collective success through 2025. Building upon this Movement, provides strategic direction that aligns our priorities around a shared purpose and goal, while continuing to meet the needs of teen parents and their families we serve within the model best suited for the community. Vision 2025 is centered on fulfilling three key initiatives that remove barriers that will provide direction to our actions and fulfill our stated purpose: **Intervention, Education, and Prevention**. These key initiatives will focus on delivering increased outcomes – more specifically, to increase the program quality, strengthen our capacity, and advocate for teen parents.*