



## Invest in Kids Strategic Plan: 2024-2027

**Mission:** Invest in Kids partners with local communities to ensure the success of evidence-based programs that improve the health and well-being of Colorado's youngest children and their families.

**Vision:** To ensure that every Colorado child has a strong start in life.

### Strategic Planning Narrative:

Invest in Kids (IIK) knows—based on evidence and experience—that investing in Colorado's youngest children and their families is the best way to strengthen communities today and for future generations. IIK's team of experts works at every level—from the state capitol to local classrooms—to assess community needs, address barriers to implementation, and advocate for sustainable funding. As a result, they help ensure a strong start for young children and caregivers while contributing to a future where all families can lead healthy lives. IIK works tirelessly to bridge the gap between research and practice, leveraging the power of evidence-based programs, and equitable evaluation to make the largest possible difference. IIK's greatest achievement is the measurable impact these programs have on the lives of Coloradans.

After 25 years of service to Colorado families, IIK knows that well researched programs are most successful when invested in holistically and sustainably supported. As IIK plans for the next 25 years, a strong foundation will serve as a catalyst and will continue to incorporate what is learned from providers, families, communities, staff and board. Being humble and vulnerable is necessary for IIK to remain relevant and impactful. IIK understands growth is important; however, it is the high-quality implementation of the programs that drives the organization. It is the combination of both that yields IIK's impact.

IIK volunteers play crucial roles integral to the success of the strategic plan. Their active involvement and leadership are visible across every strategic lever, driving the organization

### Invest in Kids' Values

Relationships, Accountable, Equity, Stewardship, Innovation, Fidelity

forward ensuring that initiatives are well-informed and impactful. The contributions of the board, committee members, and other volunteers are foundational to all efforts whether it's governance, fundraising, advocacy, or community engagement. They not only provide strategic oversight but also roll up their sleeves to work alongside staff, embodying the collaborative spirit that fuels IIK's mission. Their commitment and active participation ensure that strategic goals are met with excellence and sustained impact.

This strategic plan will prioritize building internal capacity to align with the rapid growth experienced in the last three years. This will ensure the organization's continued high-quality program delivery across Colorado, and to prepare for future expansion of services. IIK's organizational strength of culture and talent alongside efficient processes and effective systems will ensure the sustainability of impactful programming.

### **Strategic Levers and Outcomes**

#### **Culture/Employee and Volunteer Engagement:**

- Objective: Cultivate a positive and engaging work environment that attracts and retains top talent.
  - Key Result 1: Attain 90% employee engagement evaluated through multiple areas, including clear communication, professional development opportunities, and recognition programs.
  - Key Result 2: Achieve a 95% retention rate among IIK team members by fostering a culture of collaboration, innovation, and well-being.
  - Key Result 3: Retain currently engaged volunteer talent on Board of Directors and Committees.

#### **Equity Implementation:**

- Objective: Embed equity principles across all aspects of IIK's operations.
  - Key Result 1: FY25 Define and communicate equity-based efforts.
  - Key Result 2: FY26 Ensure alignment with equity principles across IIK.
  - Key Result 3: FY27: Implement targeted initiatives for process improvement internally and externally, led by the Equity Committee.

## **Finances:**

- Objective: Optimize resource utilization to support operational efficiency.
  - Key Result: Ensure financial sustainability that results in improved management reporting and analysis to enhance clarity in stewardship and amplify awareness for more informed and real-time decision-making.

## **Internal and External Processes:**

- Objective: Ensure clarity and alignment in organizational expectations and processes. Establish consistent engagement practices and uphold brand standards.
  - Key Result 1: Staff understand and execute internal processes effectively.
  - Key Result 2: Staff achieve on-time completion for internal and external deadlines and process is in place to support any improvement needed.
  - Key Result 3: Policies and procedures will be created to govern how IIK handles internal and external communications.
  - Key Result 4: Branding and Marketing awareness will be streamlined; comprehensive training will be provided to all staff on IIK engagement practices and there will be 100% adherence to outward-facing brand standards.

## **Philanthropy:**

- Objective: Diversify revenue streams to enhance organizational impact.
  - Key Result 1: Ensure 70-75% of the Philanthropic strategy is on track, focusing on expanding diverse revenue sources.
  - Key Result 2: Annual grants pipeline will be worth 2-3x the foundation budget which will allow IIK to create realistic yet ambitious stretch goals for unrestricted fund development over time.
  - Key Result 3: The Development Committee will recruit key participants from diverse spaces, be engaged, and have a strong focus on the annual Fundraising Strategy and metrics.
  - Key Result 4: Focus will be on the Endowment Campaign by forming an Ad Hoc committee to work in alignment with the Development Committee to strategically engage current and prospective donors.

## Program Sustainability:

- Objective: Foster collaboration and integration across program areas for enhanced service delivery and to establish a Whole Child Approach to IIK's programmatic work.
  - Key Result 1: Achieve a high level of staff engagement with the vision for and establishment of the Whole Child Approach in service to program area integration and alignment.
  - Key Result 2: In collaboration with program staff, philanthropy, and advocacy, secure buy-in for this approach from 70% of external partners and funders through improved communication and strategic alignment. Survey external partners and funders to assess the level of buy-in.
  - Key Result 3: Assess the menu of IIK programming in alignment with the Whole Child Approach, to then identify areas of alignment with community-centered need, areas to strengthen, and areas for exploration towards expanding or adding programming.