

Chica Project STRATEGIC PLAN 2023-2026

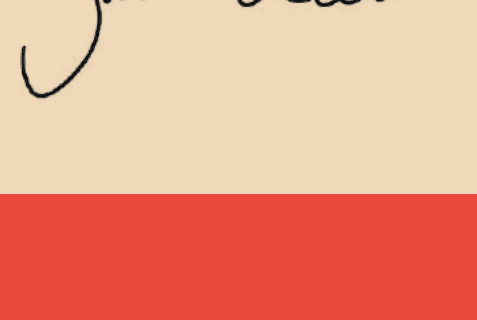
Dear Chica Project friends and supporters,

Since I had the honor of joining **Chica Project** as Executive Director in April of 2022, I've had the opportunity to listen and learn from the **Chica Project** team, youth, and supporters. The transformative work **Chica Project** has been doing for the past twelve years is the reason we have arrived at this moment of strength and potential in our amazing casita. The dedication of all the people that have poured their time, energy, and love into **Chica Project** has built a solid foundation from which we can grow. Our team is elated to share how we envision our growth and impact for the next three years as we embark on the implementation of our strategic plan.

Over the last several months our team has engaged in a process to evolve the mission and vision that guide our work and set a strategy for the future. This process prioritized engagement with the people closest to our work and made time for deep listening and reflection. Our years of working with youth have shaped our expertise and perspective on what role **Chica Project** plays in our community and the future we are walking towards together. With these guiding pillars, we have created a strategic plan to engage and serve more **chicas** in their communities.

Our strategic development is and will continue to be, an iterative, values-aligned effort, building on **Chica Project's** past successes and core commitment to building lifelong power for **chicas** and our communities. I am so excited to engage in this work alongside what I know to be the best team members, supporters, familia, and **chicas**.

With deep love and gratitude,



INTENTION

Conduct a right-sized strategic planning process that:

01 Engages stakeholders on **Chica Project's** mission, vision, and strategy

02 Sets clear strategic priorities and resource requirements

03 Establishes a path to achieve organizational objectives

METHODOLOGY

01 - ENGAGE

05 - DOCUMENT

02 - REVIEW

06 - COMMUNICATE

03 - DISCUSS

07 - EXECUTE

04 - DECIDE

08 - MONITOR

THEMES

Chica Project leadership identified four themes that emerged from stakeholder discussions and organizational analysis. These themes were presented for review and discussion as part of the strategic planning process.

GROWTH

POWER BUILDING

NETWORK EFFECT

YOUTH EMPOWERMENT 2.0

WHO WE ARE

As part of our strategic planning process we took the opportunity to evolve our mission and vision statements to support our next chapter.

Vision

We are working towards a world where women, girls, and all people experiencing oppression at the intersection of race, ethnicity, and gender have the opportunity to rise to their full potential.

Mission

Rooted in our culturally affirming, intergenerational, and asset based framework, we support **chicas*** on a lifelong journey of community and self discovery to build collective power.

Values

Chica Project believes in a youth-led approach towards holistic liberation. We reject any initiative, label, or narrative that is not by us, for us, or with us by committing to the autonomy to redefine practices that for too long have been imposed on our community.

power & potential

cariño & connection

grace & intention

radical authenticity

autonomy to redefine

THE NEXT 3 YEARS

Objectives 2023-2026

Programming 2.0

Sustainable Team Member Model

Alumni Network

Power Building + Advocacy

Programming 2.0

Evolve **Chica Project's** youth program curriculum and program delivery model to support organizational scale.

Assess and evolve youth programming curriculum

- Prioritize investments in inclusion, mental health, collective power building, and caregiver engagement

Expand model for youth leadership

- Form a youth council, engaging youth to inform curriculum and organizational practices
- Invest in the evolution of **chica** peer leadership program

Explore models to scale impact

- Evaluate opportunity for earned revenue within **chica** program model

Outcomes

Programming curriculum is aligned with the organization's core competencies culturally affirming + youth centered

A custom curriculum and program model that can be scaled regionally or nationally

Expanded impact measurement and evaluation framework

Improved financial sustainability of the organization as a result of diversified income streams

SUSTAINABLE TEAM MEMBER MODEL

Develop a sustainable, values-aligned model for **Chica Project** team members.

Establish 3-year organizational design, including investments in additional full-time hires for key roles

Invest in culture building and professional development initiatives in advance of organizational growth

Redesign intern/fellow program

Outcomes

Interns/fellows reporting higher educational outcomes and progress towards professional goals

High levels of retention, satisfaction, and growth among **Chica Project** team members

Equitable and values-aligned people operations function

Increase in full-time staff capacity

ALUMNI NETWORK

Overview: Establish a **Chica Project** alumni network to support mission related strategic activities.

Pilot - Form an initial participatory cohort of **chica** alumni to inform the process of designing and testing network programming

Build - Formalize alumni programming and invest in infrastructure to maintain relationships as youth become alumni across varied levels of continued engagement

Engage - Focus alumni programming on the needs and interests of the alumni community by way of participatory structure and processes

Outcomes

Development and tracking of impact metrics for **Chica Project** alumni

An ever growing and engaged community of alumni - 'once a **chica** always a **chica**' in action

An increase in the number of alumni engaging with **Chica Project's** programs as mentors and/or donors

Long-term storytelling capabilities on alumni experiences and achievements

POWER BUILDING ADVOCACY

Develop an organizational perspective and approach to building social, political, and economic power for the **chica** community.

Develop power building strategy and approach

Form cross-sector partnerships to support advocacy priorities and movement work

Outcomes

Chica Project is supporting and leading local advocacy and organizing efforts that improve the lives of **chicas**, their families, and communities

An organizational theory of change and evaluation framework

Increase in metrics reporting on individual and collective power for **chicas**

Community-centered participatory processes are a core competency of **Chica Project**