



## STRATEGIC PLAN 2008-2011

### HIGHLIGHTS

Increase **grants** by 200% for 5-year period from 2006 (\$114K) to 2011(\$340K).

Pilot Yakima Valley as an integrated hub for **family reading programs** through partnerships with local organizations with the goal of statewide replication.

Reach **farm worker families in 20 counties** statewide through partnership with Migrant Council. *Grow number enrolled in bilingual family literacy classes to 1,440 in 2010.*

Reach **underserved urban families** through partnerships with Seattle School District and nonprofits serving immigrant and refugee communities with 15 schools using “Story Exploring” by 2009 and increasing families participating in 8-week Motherread classes by 100 each year.

Sponsor 150 **community conversations** for 2008 and 200 conversations for 2009. Host at least one Inquiring Mind presentation annually in each of Washington’s 39 counties by 2011.

### KEY STRATEGIES

**Develop four regional councils** by 2010 to encourage communities to both assess and address their own unique assets, capacity, needs and solutions.

**Pursue partnering.** Continue Poet Laureate program with Washington State Arts Commission and Washington Poets Association by acting as lead partner in raising and managing an operating endowment of \$300,000.

**Expand program evaluation** to better clarify and **communicate community impact.** Continue to **reduce administrative & fundraising expense** ratio to nonprofit best practice range—from 39% in 2006 to below 25% by 2009.

**Build on first State of Washington support** in 2007. Further develop relationships with legislators with the aim of renewing state support of \$45,000 per year in 2009.

**Develop cross-program initiatives and inquiries:** Key Ingredients, a Smithsonian travelling exhibit on food for 2008-2009; centennial of women’s suffrage in 2010.

**Grow support from individuals and foundations** 10% annually by using targeted fundraising to encourage restricted giving to program areas they find most compelling.