Lauren’s House
Strategic Plan
2021-2024

Sharing God’s Love
Approved by the
Board of Directors
November 15, 2020
About Lauren’s House

- Founded by Monique Graves, CEO of Lauren’s House, in 2009.
- We are committed to preparing children and youth for academic and personal success, regardless of their background.
- Our programs and services include:
  - **Summer Program**: an activity-filled summer learning program for 30 children.
  - **Tutoring & Mentoring**: an after school tutoring and mentoring program which includes enrichment and community service activities as well as support services to families.
  - **Prayer**: we pray for those who request a prayer as we recognize life can be a whirlwind.
- We serve the East Palo Alto, Menlo Park community within San Mateo County, California
- We are a 501(c )3 non-profit public charity organization (Tax ID #26-3809833).
Strategic Planning Process

- In July 2020, the Lauren’s House Board of Directors established an ad hoc Strategic Planning Committee to guide a strategic development process for the organization.
- The committee developed a Strategic Planning Roadmap informed by credible best practices for non-profit strategic planning.
- As a developing non-profit organization, the planning process included refinement of the organization’s mission, vision, values and core services.
- While maintaining core services, the overall aim was to identify key priorities to further establish the organization within the community.
- The Strategic Planning Roadmap was formally reviewed and adopted by the board in August 2020.
Strategic Planning Roadmap

- Historical Review of Services, Successes, Challenges
- Establish Mission, Vision, Values
- Conduct SWOT Analysis
- Establish Key Three-Year Strategic Priorities
- Establish Key One-Year (CY 2021) Measures
- Establish One-Year (CY 2021) Operating Budget
- Board Review & Approval
Vision & Mission

VISION

We are committed to serving the community by connecting at-risk children, youth and families with resources that support academic and personal success.

MISSION

To provide a safe environment for at-risk children youth and families primarily from San Mateo County where they are exposed to new experiences that expand their minds.
Our Values

Value Statement: *We are committed to serving the community by connecting at-risk children, youth and families with resources that support academic and personal success.*

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<tbody>
<tr>
<td>Growth Mindset and Innovation</td>
<td>Striving to grow and improve while embracing our creativity</td>
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<tr>
<td>Action-Oriented</td>
<td>Solving each problem we encounter</td>
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<td>Commitment and Accountability</td>
<td>Lead responsibly, pledging to achieve mutual goals with the community we serve</td>
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<td>Passion for Community Service</td>
<td>Supporting the needs of the community through volunteerism, compassion and respect</td>
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<td>Serve Our Families Holistically Without Judgement</td>
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Key Strategic Priorities: 2021-2024

**Priority #1**: Expand our reach to more children and families and include students from additional grade levels.

**Priority #2**: Deliver Lauren’s House services within a designated space to form a centralized home for our community.

**Priority #3**: Increase fundraising from major donors and key partners to support growth of our programs and services.
## Key Strategic Measures: 2021

**Priority #1**

Expand our reach to more children and families and include students from additional grade levels.

<table>
<thead>
<tr>
<th>Key Measure</th>
<th>Details</th>
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<tr>
<td>By April 30, 2021, hold an awareness meeting with prospective high school partners to increase the visibility of the organization.</td>
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<tr>
<td>By July 31, 2021, form a partnership with at least one additional high school.</td>
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<tr>
<td>By December 31, 2021, serve an additional 15-20 program participants from existing and/or new school partnerships.</td>
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### Key Strategic Measures: 2021

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<th>Priority #2</th>
<th>Deliver Lauren’s House services within a designated space (lease or purchase) to form a centralized home our community.</th>
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<tr>
<td>Key Measure</td>
<td>Identify 1-2 potential space options with budget scenarios for each by December 31, 2021.</td>
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<td>Key Measure</td>
<td>By March 31, 2021, conduct meetings or presentations with at least 3 new local companies with available space.</td>
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<tr>
<td>Key Measure</td>
<td>Develop program curriculum for all grade levels by June 30, 2021.</td>
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### Key Strategic Measures: 2021

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<tr>
<th>Priority #3</th>
<th>Increase fundraising from major donors and key partners to support growth of our programs and services.</th>
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<tr>
<td><strong>Key Measure</strong></td>
<td>Develop and launch a fundraising campaign to support program goals by July 31, 2021.</td>
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<tr>
<td><strong>Key Measure</strong></td>
<td>Identify at least one major donor and one key partner to support program goals by December 31, 2021.</td>
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<tr>
<td><strong>Key Measure</strong></td>
<td>Host one fundraising event to highlight outcomes of fundraising campaign, including donors and monetary contributions, by December 31, 2021.</td>
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<tr>
<td><strong>Key Measure</strong></td>
<td>Apply for at least two grants to support program goals by December 31, 2021.</td>
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Implementation & Decision-Making

- Lauren’s House will prioritize these strategic priorities over the next three years to ensure steady organizational growth while continuing existing services.
- Internally, we will embed collaborative activities that support these strategic priorities into our current work.
- Organizational staff, volunteers, and board, will focus efforts to carry out these key strategic priorities.
- The board Strategic Planning Committee will monitor progress toward our strategic priorities and report to the full board regularly so ensure oversight of this plan when making critical decisions in the future.
COVID-19 Considerations

- In March 2020, an infectious disease pandemic, COVID-19 (SARS-COV-2), was declared by the World Health Organization which significantly affected organizations providing educational services in addition to other industries.
- Lauren’s House adapted to local, state and national health and safety guidelines by transitioning all tutoring and mentoring support to virtual (Zoom, Google Classroom, Microsoft Teams) and discontinuing in-person enrichment and community service activities.
- Lauren’s House continues to provide virtual support services to families when possible, and prayer services also continue to be provided.
- We are hopeful that safer conditions will enable us to gradually resume in-person activities in 2021, and acknowledge that growing developments related to the pandemic may affect progress toward our strategic priorities.