



**BOYS & GIRLS CLUBS
OF SONOMA-MARIN**

**Whatever it
Takes 2027**

A PLAN FOR KIDS

STRATEGIC PRIORITIES

- #1** Provide World Class Clubs & Programs to Kids & Families in Need
- #2** Build a World Class Team
- #3** Build & Maintain State-of-the-Art Club Facilities
- #4** Align Internal Systems to Best Support Staff & Kids
- #5** Develop & Allocate Funds for Maximum Impact
- #6** Become the Most Recognizable Name in the Nonprofit Community



Provide World Class Clubs & Services to Kids and Families in Need

HIGHLIGHTED GOALS

- Develop & expand programs and Club services for Teens.
- Expand Club services so families have access to child-care in their neighborhood, including in Marin County.
- Integrate updated technology in all Clubs to support 21st century growth & skills.
- Improve program quality & club experience.

Build a World Class Team

HIGHLIGHTED GOALS

- Recruit & retain board members to support our mission and strategic priorities.
- Build & develop thriving advisory boards in our communities of service.
- Recruit a world class team who is prepared to change kids' lives.
- Build a strong leadership succession pipeline through training, development, and learning opportunities for staff.

Build & Maintain State-of-the-Art Club Facilities

HIGHLIGHTED GOALS

- Build state of the art Club facility in Roseland.
- Remodel the Healdsburg Club to be a flagship community center.
- Extend life and maximize use of Club spaces and facilities in Cloverdale, Windsor, Rohnert Park, and Petaluma.
- Invest in Clubhouse repairs and improvements.

Align Internal Systems to Best Support Staff & Kids

HIGHLIGHTED GOALS

- Maximize technology to automate tasks, reducing labor and eliminating paper where possible.
- Implement advanced tools for effective business planning, including budgeting, forecasting, and data management.
- Advance Processes and Procedures to increase efficiencies.



HIGHLIGHTED GOALS

- Invite new supporters to invest funds in our mission to meet Members' needs.
- Increase philanthropic revenue from new & existing supporters by maintaining engagement through the year.
- Invite new supporters to support our mission by volunteering their time.
- Reduce financial reliance on special events.



Become the Most Recognizable Name in the Nonprofit Community

HIGHLIGHTED GOALS

- Increase awareness and understanding of our organization, mission & services through our brand
- Better communicate our impact & mission by implementing advanced tools for stewardship & external communication.
- Develop robust volunteer committee to serve Marketing plan of work.
- Improve internal communication to increase ownership in our mission & knowledge of services through entire staff team.



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