



Strategic Impact Statement

The Strategic Impact Goal for the five-year plan to further define GCAPP's desired future success:

From **January 2021 to December 2025**, GCAPP will enable partners to empower at least **360,000 adolescents** to make healthy life choices on their path to becoming productive citizens, community members, and leaders.

As of **December 31, 2022**, GCAPP enabled partners to empower **219,832 adolescents** to make healthy life choices on their path to becoming productive citizens, community members, and leaders.

March 28, 2023

MISSION



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Goal	Strategic Objective	2021-2022 Update & Highlights
We cultivate and maintain strategic relationships that meet needs of the community	Increase the number of strategic partnerships across the state to support our expanded impact targets	<ul style="list-style-type: none"> Established 52 new strategic partnerships across Georgia's youth serving ecosystem Established 17 school partnerships with 9 K-12 partners and 8 college & university partners Joined and actively engaged 15 County Health Collaboratives and Community Action Teams to provide GCAPP's expertise and advocate for local adolescent health needs Created and onboarded a Strategic Initiatives & Partnerships Director Launched The Georgia Adolescent Health Alliance to mobilize and align the work of Georgia's youth serving ecosystem Secured 8 strategic partners to inform, utilize, and publicize GCAPP's Parent Toolkit

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Goal	Strategic Objective	2021-2022 Update & Highlights
We have a broader reach using multiple approaches impacting 80 Georgia counties and 360,000 adolescents	Increase the number of counties reached and people served	<ul style="list-style-type: none"> Reached 395,628 individuals through programs, trainings, and education & awareness campaigns Expanded into 35 priority counties while impacting 91 total counties throughout Georgia Engaged 19 Georgia counties in Community Conversations Successfully launched Aligning Community Systems to Optimize Adolescent Health (ACSOAH) and Aligning Community Systems for Resilience Initiative (ACSRI) to target Teen Pregnancy Prevention and Trauma-Informed work in Macon-Bibb and Clayton counties Launched 42 Education & Awareness Campaigns resulting in reaching 150,767 parents, 99,469 youth, and 14,306 professionals

MISSION



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Goal	Strategic Objectives	2021-2022 Update & Highlights
Enhance services to meet the ever-evolving needs of parents	3.1. Increase the number of assets available	<ul style="list-style-type: none"> Increased Parent Toolkit offerings from 44 to 64 modules Continued successful digital transformation of GCAPP's programming and trainings by offering 37 Webinars and developing 82 digital learning products
	3.2 Increase the number of parents reached	<ul style="list-style-type: none"> Reached 151,475 parents through programs, trainings, and education & awareness campaigns Provided 18 parent-centric webinars and trainings Achieved 6,610 visits to & 1,185 downloads of GCAPP's Parent Toolkit

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Goal	Strategic Objectives	2021-2022 Update & Highlights
We are responsive to the emerging adolescent health needs of the Georgia ecosystem	4.1 Elevate key health equities across Georgia (Health Equity Impact Areas: Sexual & Reproductive Health, Social & Emotional Wellness, Mental Health)	<ul style="list-style-type: none"> Developed and utilized a Social Emotional Learning Framework aligning GCAPP programs to social, emotional, and positive mental health outcomes for youth Enhanced GCAPP's capacity to address youth mental health by certifying program staff in mental health and trauma-informed care programming Developed and Launched a statewide Youth Advocacy Strategy aimed at changing systems and policies to improve adolescent health & well-being Expanded the Youth Advisory Council to over 70 members representing 27 Georgia counties Elevated significance of Comprehensive Sex Education in response to the Supreme Courts' Dobbs Decision
	4.2 Increase awareness of our broader focus on emerging issues in Adolescent Health	<ul style="list-style-type: none"> Hosted 10 high profile convenings focused on adolescent health and well-being. Launched 51 integrated marketing campaigns across Georgia communities Developed 82 Digital Learning Products Earned 77 Media Spots across Georgia and National media and news outlets Expanded programming to address critical public health needs concerning COVID-19, HPV, HIV prevention, treatment and vaccination

INTERNAL PROCESSES



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Goal	Strategic Objective	2021-2022 Update & Highlights
Programs are relevant and adapted to current trends	Increase impact across all focus areas	<ul style="list-style-type: none"> Elevated GCAPP's position as an adolescent health thought leader through presenting at 20 national & regional conferences, 1 published product, and submitting GCAPP's first federally funded research proposal GCAPP leaders sit on 15 national, state & regional boards, councils, and committees of adolescent health organizations and agencies

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Goal	Strategic Objective	2021-2022 Update & Highlights
We use data to support programming and funding messaging	Improve the use of data to demonstrate our ROI	<ul style="list-style-type: none"> Hired a Director of Evaluation & Research to lead newly formed Evaluation & Research department Transitioned 100% of programmatic and communications data management to Salesforce Created a Monitoring, Evaluation and Learning system with shared youth outcomes across programs Developed Impact 2025 dashboards to easily and quickly convey progress towards strategic goals Designed an adolescent health data repository to inform programmatic decisions, external messaging, and funding proposals

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Goal	Strategic Objective	2021-2022 Update & Highlights
The Board helps to drive sustainability	Increase engagement in fundraising and succession	<ul style="list-style-type: none"> Established the Individual Board Member Engagement Action Plan to customize engagement opportunities that align with key areas of IMPACT 2025 for each board member Created the Board Scorecard to measure board engagement in key areas of IMPACT 2025 (Mission, Internal Process, Organization Capacity, and Financial) Achieved 100% participation in the annual Board Giving Campaign Increased board participation in cultivation and stewardship activities with donors

ORGANIZATIONAL CAPACITY



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Goal	Strategic Objective	2021-2022 Update & Highlights
Employees represent the diverse make-up of communities served	Expand our reach to diversify our candidate pool for all open opportunities	<ul style="list-style-type: none"> Facilitated a variety of recruiting methods to diversify our candidate pool Increased the number of male employees

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Goal	Strategic Objective	2021-2022 Update & Highlights
Mission focused team committed to delivering maximum community impact	Increase employee engagement and commitment	<ul style="list-style-type: none"> Established an annual Culture Action Plan with participation from all GCAPP employees Facilitated process to track progress toward completing the Culture Action Plan on a monthly and quarterly basis (Monthly Leadership Team and Quarterly All Staff Meetings) Improved Employee Opinion Survey scores in the areas of Diversity & Inclusion, Harassment, Fair Treatment, Flexible Work Options, Respect, Empowerment, and Management Established leadership practices of following the Accountability Pathway and conducting Talk, Listen, Commit (TLC) conversations Developed a formal Career Development process that encourages professional development resulting in 6 internal staff promotions

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Goal	Strategic Objective	2021-2022 Update & Highlights
Selectively and efficiently use technology to enhance organizational priorities	Increase and improve the use of technology (internally)	<ul style="list-style-type: none"> Moved organization to Microsoft Teams & Outlook platforms to manage daily business functions, communications, and file storage Conducted periodic 'Lunch & Learn' sessions and weekly Office Hours to facilitate the adoption and use of data systems Established GCAPP Evaluation team (GVAL) with data champions from each functional team to lead and support data collection and utility across organization

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Goal	Strategic Objective	2021-2022 Update & Highlights
We have diverse revenue streams and expanded donor base to include revenue generating activities	Increase revenue through diverse revenue streams	<ul style="list-style-type: none"> Exceeded 2022 Event, Fee for Service, and Foundations Revenue goals

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Goal	Strategic Objective	2021-2022 Update & Highlights
We have the right people and tools to implement finance and development best practices	Increase knowledge base and the use of best practices in finance and development	<ul style="list-style-type: none"> Developed and Implemented Financial Policies and Procedures in 2021 Launched Concur Lunch and Learn Provided resources and tools to increase staff knowledge of funding sources and to assist with cost management and cost allocations