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
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| 1    | 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 | - 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 |
| 2    | 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 | - 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 |
### Goal 3: Enhance services to meet the ever-evolving needs of parents

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| **3.1. Increase the number of assets available** | • 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** | • 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 |

### Goal 4: We are responsive to the emerging adolescent health needs of the Georgia ecosystem

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| **4.1 Elevate key health equities across Georgia (Health Equity Impact Areas: Sexual & Reproductive Health, Social & Emotional Wellness, Mental Health)** | • 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** | • 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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| **Programs are relevant and adapted to current trends** | Increase impact across all focus areas | - 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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| **We use data to support programming and funding messaging** | Improve the use of data to demonstrate our ROI | - 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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| **The Board helps to drive sustainability** | Increase engagement in fundraising and succession | - 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 |
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| Employees represent the diverse make-up of communities served | Expand our reach to diversify our candidate pool for all open opportunities | • Facilitated a variety of recruiting methods to diversify our candidate pool  
• Increased the number of male employees |
| Mission focused team committed to delivering maximum community impact | Increase employee engagement and commitment | • 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 |
| Selectively and efficiently use technology to enhance organizational priorities | Increase and improve the use of technology (internally) | • 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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<td>We have diverse revenue streams and expanded donor base to include revenue generating activities</td>
<td>Increase revenue through diverse revenue streams</td>
<td>• Exceeded 2022 Event, Fee for Service, and Foundations Revenue goals</td>
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<td>We have the right people and tools to implement finance and development best practices</td>
<td>Increase knowledge base and the use of best practices in finance and development</td>
<td>• Developed and Implemented Financial Policies and Procedures in 2021</td>
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<td>• Launched Concur Lunch and Learn</td>
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<td>• Provided resources and tools to increase staff knowledge of funding sources and to assist with cost management and cost allocations</td>
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