



Georgia Campaign for Adolescent Power & Potential

Final Summary Report:

Advancing Adolescent Health (2021–2025)



PRIMARY STRATEGIC IMPACT

637,841

Adolescents Empowered

~80% above target of 360,000



STRATEGIC IMPACT STATEMENT

The Strategic Impact Goal for the five-year plan was to further define GCAPP's desired future success: from January 2021 to December 2025, GCAPP aimed to 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, 2025, GCAPP exceeded this goal, enabling partners to empower 637,841 adolescents—significantly exceeding the target (by nearly 80%).

This report highlights key results and impact achieved from 2021–2025 across GCAPP's Impact 2025 goals and objectives. The strategic framework focuses on Mission, Internal Process, Organizational Capacity, and Financial sustainability.

Executive Summary

Impact 2025 at a Glance



High-level summary of key results across GCAPP's 2021–2025 strategic goals and objectives.

RESULTS


637,841

Adolescents reached statewide

Target of 360,000 significantly exceeded

 91 Georgia Counties

 133 Strategic Partnerships

 1,374,475 Total Individuals Engaged

MISSION

Driving statewide impact to improve adolescent health outcomes

Goal 1: We cultivate and maintain strategic relationships that meet needs of the community

- Obj 1.1: Strengthened and expanded strategic partnerships across Georgia's youth-serving ecosystem

Goal 2: We have a broader reach using multiple approaches impacting 80 Georgia counties and 360,000 young people

- Obj 2.1: Achieved significant statewide reach and impact across Georgia through expanded programming, community engagement, and education and awareness initiatives.

Goal 3: We have a broader reach using multiple approaches impacting 80 Georgia counties and 360,000 young people

- Obj 3.1: Enhanced support for parents and adult allies by expanding tools, resources, and training to better meet the evolving needs of youth.

Goal 4: We have a broader reach using multiple approaches impacting 80 Georgia counties and 360,000 young people

- Obj 4.1: Strengthened youth leadership and advocacy by expanding the Youth Advisory Council and advancing youth-led strategies and action
- Obj 4.2: Increased statewide visibility and engagement through strategic convenings, integrated campaigns, media outreach, and digital learning resources.

INTERNAL PROCESSES

Strengthening systems, processes, and data to improve performance and impact

Goal 5: Programs are relevant and adapted to current trends

- Obj 5.1: Advanced GCAPP's leadership and influence in adolescent health by elevating youth voice, recognizing champions, and increasing national and statewide visibility.

Goal 6: We use data to support programming and funding messaging

- Obj 6.1: Advanced data and evaluation to demonstrate impact and ROI, strengthening the evidence base for adolescent health initiatives in Georgia.

Goal 7: The Board helps to drive the sustainability

- Obj 7.1: Strengthened board governance and engagement to support leadership continuity and organizational sustainability.

Executive Summary (continued)

Impact 2025 at a Glance



ORGANIZATIONAL CAPACITY

Building the people, tools, and infrastructure to support youth, families, and partners

Goal 8: Employees represent the diverse makeup of communities served

- Obj 8.1: Expanded recruitment reach and strengthened workforce diversity strategies to better reflect the communities served.

Goal 9: Mission focused team committed to delivering maximum community impact

- Obj 9.1: Strengthened employee engagement and organizational culture through structured feedback, professional development, and inclusive workplace practices.

Goal 10: We offer personal and professional growth opportunities for staff

- Obj 10.1: Expanded access to and awareness of professional development opportunities through structured tools, platforms, and staff training initiatives.

Goal 11: Selectively and efficiently use technology to enhance organizational priorities

- Obj 11.1: Strengthened internal technology systems and adoption to improve efficiency, data management, and organizational performance.

FINANCIAL

Ensuring financial sustainability and growth to support long-term impact

Goal 12: We have diverse revenue streams and expanded donor base to include revenue generating activities

- Obj 12.1: Expanded and diversified revenue streams by growing the donor base, strengthening fundraising strategies, and increasing engagement opportunities.

Goal 13: We have the right people and tools to implement finance and development best practices

- Obj 13.1: Strengthened finance and development capacity by enhancing staffing, systems, and staff knowledge to support best practices.

Mission — Key Results



Driving statewide impact to improve adolescent health outcomes.



GOAL 1: WE CULTIVATE AND MAINTAIN STRATEGIC RELATIONSHIPS THAT MEET NEEDS OF THE COMMUNITY

Strategic Objective 1.1: Increase the number of strategic partnerships across the state to support our expanded impact targets

Key Results: Strengthened and expanded strategic partnerships across Georgia's youth-serving ecosystem

- Established 133 strategic partnerships across Georgia's youth-serving ecosystem, including K–12 schools, higher education institutions, and community organizations.
- Leveraged key initiatives (e.g., EBAN, SHARE) to build 24 new partnerships and expand reach.
- Expanded statewide engagement through active participation in 28 county health collaboratives and community action teams, strengthening local coordination and advocacy.
- Launched the Georgia Adolescent Health Alliance to mobilize and align the work of Georgia's youth serving ecosystem.
- Secured 9 strategic partners to expand dissemination and utilization of GCAPP's Parent Toolkit and resources.



GOAL 2: WE HAVE A BROADER REACH USING MULTIPLE APPROACHES IMPACTING 80 GEORGIA COUNTIES AND 360,000 YOUNG PEOPLE

Strategic Objective 2.1: Increase the number of counties reached

Key Results: Achieved significant statewide reach and impact across Georgia through expanded programming, community engagement, and education and awareness initiatives.

- Expanded into all 80 priority counties while impacting 91 total counties throughout Georgia
- Engaged (32) Georgia counties in Community Conversations
- Reached 1,374,475 individuals through programs, training, and education, & awareness campaigns including:
 - 637,841 adolescents.
 - 167,508 youth-serving professionals
 - 354,497 parents and/or caregivers
- Successfully launched and implemented the EBAN Project over 2 years expanding Teen Pregnancy Prevention and Trauma-Informed education in Macon-Bibb and Clayton counties
- Successfully launched and completed two years of implementation of the SHARE Project, targeting sexual and reproductive health among LGBTQ+ youth statewide.
- Launched (194) Education & Awareness Campaigns that supported parents, youth, and youth serving professionals reaching 442,830 parents, 187,935 youth, and 317,406 professionals

Mission — Key Results (continued)



Driving statewide impact to improve adolescent health outcomes.



GOAL 3: ENHANCE SERVICES TO MEET THE EVER-EVOLVING NEEDS OF PARENTS

Strategic Objective 3.1: Increase the number of available assets (tools and resources)

Strategic Objective 3.2: Increase the number of parents reached

Key Results: Enhanced support for parents and adult allies by expanding tools, resources, and training to better meet the evolving needs of youth.

- Expanded and maintained the Parent Toolkit by delivering 49 assets, available on our website, between 2021–2025 and completing a full update of all resources in 2025 to ensure accurate, high-quality information for parents and caregivers.
- Developed and launched a Youth Voice & Empowerment Plan to position GCAPP staff and board members as Adult Allies and to promote Youth-Adult partnerships throughout GCAPP's programs, systems, and policies
- Updated GCAPP's sex ed. app, TMI-Georgia, and redesigned the TMI-Georgia website
- Developed GCAPP's Library of Resources to centralize GCAPP's publications and resources and make them accessible to all GCAPP stakeholders
- Enhanced GCAPP's capacity to address youth mental health by certifying program staff in youth mental health, resiliency promotion, and trauma-informed care programming
- Delivered approximately 165 trainings and webinars for parents and adult allies, including 137 trainings and 28 webinars, focused on sexual health education, supporting youth, Adult Ally engagement, and parent engagement
- Reached (354,497) parents through programs, trainings, and education & awareness campaigns



GOAL 4: WE ARE RESPONSIVE TO THE EMERGING ADOLESCENT HEALTH NEEDS OF THE GEORGIA ECOSYSTEM

Strategic Objective 4.1: Elevate key health equities across Georgia (Health Equity Impact Areas: Sexual & Reproductive Health, Social & Emotional Wellness, Mental Health)

Strategic Objective 4.2: Increase awareness of our broader focus on emerging issues in Adolescent Health

Key Results: Strengthened youth leadership and advocacy by expanding the Youth Advisory Council and advancing youth-led strategies and action

- Expanded the Youth Advisory Council to 112 members representing 26 Georgia counties
- Developed and launched a statewide Youth Advocacy Strategy aimed at changing systems and policies to improve adolescent health and wellbeing
- Developed and launched 24 youth advocacy plans led by Youth Advisory Council members with topics including mental health, sexual health, skin health, physical health and nutrition, and substance use

Key Results: Increased statewide visibility and engagement through strategic convenings, integrated campaigns, media outreach, and digital learning resources.

- Hosted annual high profile statewide convenings focused on adolescent health and well-being: Sex Ed Summit, State of Adolescents, and Let's Talk Fatherhood webinar
- Hosted annual youth-focused convenings aimed at empowering youth as champions and change agents in their home communities: Youth Empowerment Summit, Youth Advocacy Summit, Let's Talk Webinars, and more
- Hosted annual community facing webinar events such as Parents as Teachers, How to be a Askable Adult, and Supporting LGBTQ youth.
- Launched 194 integrated marketing campaigns across Georgia communities
- Developed 256 Digital Learning Products
- Earned 104 Media Spots across Georgia and National media news outlets
- Responded to emerging public health issues with critical public health crisis programming concerning COVID-19, HPV, and HIV awareness, prevention, treatment and vaccinations.

Internal Process — Key Results



Strengthening systems, processes, and data to improve effectiveness.



GOAL 5: PROGRAMS ARE RELEVANT AND ADAPTED TO CURRENT TRENDS

Strategic Objective 5.1: Elevate key health equities across Georgia (Health Equity Impact Areas: Sexual & Reproductive Health, Social & Emotional Wellness, Mental Health)

Key Results: Advanced GCAPP's leadership and influence in adolescent health by elevating youth voice, recognizing champions, and increasing national and statewide visibility.

- Elevated GCAPP's position as an adolescent health thought leader through presenting at (35) national & regional conferences and (4) published products.
- GCAPP leaders sit on 26 national, state, & regional boards councils, and committees of adolescent health organizations and agencies
- Launched the inaugural and 2nd annual Rising Leaders Luncheons to highlight and celebrate the work and accomplishments of GCAPP's Youth Advisory Council
- Launched annual Adult Ally Award and Youth Ambassador of the Year recognitions, completing the first two cycles and honoring Sen. Raphael Warnock and Mayor Andre Dickens as Adult Ally Award recipients and Jenny Tham (2024) and Lam Pham as Youth Ambassadors of the Year (2025).



GOAL 6: WE USE DATA TO SUPPORT PROGRAMMING AND FUNDING MESSAGING

Strategic Objective 6.1: Improve the use of data to demonstrate our Return on Investment

Key Results: Advanced data and evaluation to demonstrate impact and ROI, strengthening the evidence base for adolescent health initiatives in Georgia.

- Established an Evaluation & Research department and transitioned 100% of programmatic and communications data management to Salesforce
- Conducted an internal study demonstrating the positive impact of Comprehensive Sex Education in GCAPP's WISE-partner school systems to improve sexual and reproductive health outcomes for adolescents.
- Developed Georgia's first Sex Education Map that visualizes the landscape of Sex Ed policies and curriculum across Georgia counties and school systems.
- Translated evaluation findings into actionable insights to support program improvement and strategic decision-making
- Strengthened data systems to improve tracking, reporting, and analysis of program outcomes



Strengthening systems, processes, and data to improve effectiveness.



GOAL 7: BOARD DRIVES SUSTAINABILITY

Strategic Objective 7.1: Increase fundraising & succession engagement

- Created succession plan for CEO and Founder.
- Board actively plans and fundraises major events.
- Aligned board priorities with organizational goals.
- Enhanced board member engagement in external relations and partnership development.

Organizational Capacity



Building the people, tools, and infrastructure to support the mission.



GOAL 8: EMPLOYEES REPRESENT THE DIVERSE MAKE UP OF COMMUNITIES SERVED

Strategic Objective 8.1: Expand our reach to diversify our candidate pool for all open opportunities

Key Results: Expanded recruitment reach and strengthened workforce diversity strategies to better reflect the communities served.

- Achieved gender diversity goals, with 42% of staff identifying as male
- Hired and retained five male staff members between 2021–2025
- Expanded recruitment efforts by participating in a government and nonprofit career fair at Kennesaw State University (2024) and planning participation in two job fairs in 2025
- Identified and leveraged new professional associations to source candidates, including the Georgia Society of CPAs, SOPHE, American Public Health Association, American Evaluation Association, Association of Fundraising Professionals, and SHRM
- Successfully filled all open positions by December 31, 2025, utilizing platforms such as LinkedIn and Indeed



GOAL 9: MISSION FOCUSED TEAM COMMITTED TO DELIVERING MAXIMUM COMMUNITY IMPACT

Strategic Objective 9.1: Increase employee engagement and commitment

Key Results: Strengthened employee engagement and organizational culture through structured feedback, professional development, and inclusive workplace practices.

- Achieved an average of 90% favorable ratings on 5 years of GCAPP's employee opinion survey
- Established and implemented GCAPP's Annual Culture Action Plan to improve organizational health and culture
- Expanded training and professional development by mandating LGBTQ+ and racial inclusivity training for all staff
- Institutionalized leadership and feedback practices, including the Accountability Pathway and Talk, Listen, Commit (TLC) conversations, with all staff completing at least one TLC (most completing two) in 2025
- Strengthened employee engagement through annual all-staff volunteer opportunities, including Atlanta Community Food Bank and Helping Mamas
- Supported employee retention and satisfaction through merit increases and bonuses (2025, subject to cash flow)
- Enhanced transparency and accountability by updating and sharing the Anonymous Ethics/Complaint form, including integration into new employee orientation



Building the people, tools, and infrastructure to support the mission.



GOAL 10: PROFESSIONAL GROWTH — INCREASE ACCESS TO PROFESSIONAL DEVELOPMENT TOOLS AND TRAINING

Strategic Objective 10.1: Boost staff development and growth

Key Results: Enhanced professional development infrastructure and tools to support staff growth

- Created Career Development SOP and documented core competencies per position.
- Maintained three online training platforms (ADP, GCN, Pryor Learning).



GOAL 11: TECHNOLOGY ENHANCEMENT — STRENGTHEN INTERNAL TECH SYSTEMS FOR EFFICIENCY AND DATA MANAGEMENT

Strategic Objective 11.1: Improve use of technology systems for data management and reporting

Key Results: Strengthened internal tech systems for improved efficiency, data management, and coordination

- 95% of staff report comfort with Microsoft Teams & Outlook; 100% of Programs & Communications staff use Salesforce for activity tracking.
- Strengthened data coordination via GVAL team meetings.
- Implemented Sage Intacct (Dec 2025) and integrated Expensify for AMEX reporting.



Ensuring financial sustainability and growth to support long-term impact.



GOAL 12: WE HAVE DIVERSE REVENUE STREAMS AND EXPANDED DONOR BASE TO INCLUDE REVENUE GENERATING ACTIVITIES

Strategic Objective 12.1: Increase revenue through diverse revenue streams

Key Results: Expanded and diversified revenue streams by growing the donor base, strengthening fundraising strategies, and increasing engagement opportunities.

- Since 2021, significantly expanded the donor base, increasing new donors by 163% and doubling donor retention.
- GCAPP had an average growth of 25% per year in earned revenue, greater than 15% annual growth on average.
- Achieved 100% Board participation in personal giving, demonstrating strong leadership commitment to fundraising.
- Increased fundraising revenue through signature events, with the EmPower Party exceeding its goal by \$200,000 to raise \$1.2 million in 2024, and leveraged the Rising Leaders Luncheon as a new Annual Fund revenue source
- Launched new donor engagement and cultivation strategies, including the After Party for EmPower Party, employee giving campaign, and Changemakers Network volunteer program.
- Strengthened fundraising infrastructure by partnering with Wellspring to increase Annual Fund revenue and develop Major Gifts and Young Professionals programs



GOAL 13: WE HAVE THE RIGHT PEOPLE AND TOOLS TO IMPLEMENT FINANCE AND DEVELOPMENT BEST PRACTICES

Strategic Objective 13.1: Increase knowledgebase and the use of best practices in finance and development

Key Results: Strengthened finance and development capacity by enhancing staffing, systems, and staff knowledge to support best practices.

- Strengthened the Finance and Administration team by adding a Grants Accountant, hiring and training a Senior Accountant, and aligning staffing to support financial best practices.
- Increased staff knowledge of funding and financial management by developing tools and resources, including a FAQs document (2024) and Lunch and Learn sessions on expense reporting processes.
- Modernized financial systems by implementing Sage Intacct (December 2025) to enhance reporting, budgeting, and forecasting capabilities.
- Improved efficiency and integration of expense reporting by implementing Expensify, reducing manual processes and aligning with Sage Intacct.

All Areas, Goals, and Lead Key Results — At a Glance

MISSION

G1 Partnerships: 133 strategic partners established; Georgia Adolescent Health Alliance launched

G3 Parents: 49 unique Parent Toolkit assets delivered; 165 trainings/webinars hosted

G2 Reach: 637,841 adolescents & 354,497 parents reached; active in 91 counties; 194 campaigns

G4 Youth Leadership: YAC expanded to 112 members (26 counties); 104 media spots earned

INTERNAL PROCESS

G5 Leadership: 35 conference presentations; honored key leaders via Adult Ally Awards

G7 Governance: Executed CEO succession plan; 100% board fundraising engagement

G6 Data/ROI: Established Eval & Research dept; 100% Salesforce migration; Georgia Sex Ed Map

ORGANIZATIONAL CAPACITY

G8 Workforce: Reached 42% male staff composition; all open positions filled by 2025

G10 Prof. Development: Integrated ADP, GCN, & Pryor learning platforms; Career SOPs developed

G9 Culture: Maintained 90% favorable EOP survey ratings; TLC feedback embedded

G11 Technology: Achieved 95% staff proficiency with Teams; deployed Salesforce and Sage Intacct

FINANCIAL

G12 Revenue: Grew new donors by +163%; ~25% avg annual earned revenue growth; \$1.2M raised at EmPower Party

G13 Finance Tools: Fully migrated to Sage Intacct + Expensify; hired Grants & Senior Accountants; 100% board personal giving