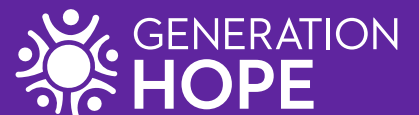


2029  
STRATEGIC  
PATH



FIVE-YEAR STRATEGIC PATH

# Investing in the **Power** and **Potential** of Families



## A Message from Generation Hope's Founder and CEO

The last few years have taught us that families on the fringes are the hardest hit in a global crisis and an economic downturn. At the same time, we learned that coming together in big and bold ways that challenge the status quo and shed light on injustices helps parents and their children not just survive but thrive.

We adopted our last strategic plan just as the COVID-19 pandemic was unfolding, and while it was an uncertain time for our organization, our communities, and our world, we came through it stronger than ever thanks to a dedicated, diverse, and skilled staff, funders, donors, and community and college partners. Along the way, our families taught us so much about strength and hope.

Together we provided holistic support to teen parents in college, capacity building to higher education institutions across the country to help them better serve parenting students, and advocacy and research alongside changemakers at the state and federal level to remove barriers for millions of families. In 2023, of the 175 Scholars we served, 73% stayed in college and in our program, 94% earned a GPA of 2.5 or higher, and 93% participated in career-readiness programming.

Despite the many challenges, we grew intentionally and reached our plan milestones, including expanding to our first site outside of the D.C. area, New Orleans; increasing the number of teen parents in college we served annually to 200; and impacting more than 100,000 student parents at 16 colleges and universities through our FamilyU technical assistance program.



***This new strategic path reflects our unwavering commitment to ensuring those who are furthest from opportunity have the resources they deserve to reach their full potential.***

**Generation Hope works every day to create real change for student parents and families.** But we know that we have to do more. We have to reach more young families who want to realize their educational dreams, and we have to continue to change the policies and systems that keep economic mobility and wealth building out of reach for millions of families across the country. This new strategic path reflects our unwavering commitment to ensuring those who are furthest from opportunity have the resources they deserve to reach their full potential.

As Generation Hope embarks on our 15th year of service, we are doubling down on our mission to ensure all student parents have the opportunities to **succeed, experience economic mobility, and build wealth** — implementing all of our work through an approach that acknowledges and addresses the role of racism and oppression in poverty. **Today, we invite you to join us on this exciting five-year journey and to take an active part in its success.**

As we look ahead, our families give us hope, our passion drives us forward, and supporters like you make it all possible.

With deep gratitude,

A handwritten signature in black ink, appearing to read "Nicole Lynn Lewis".

**Nicole Lynn Lewis**

Founder & CEO

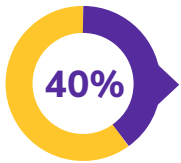




# THE CURRENT LANDSCAPE FOR FAMILIES

Families with low income have been systematically shut out of educational opportunities that can lead to higher earnings, wealth creation, and positive outcomes for generations. This comes with lasting and devastating consequences for all of us. Now more than ever, parents and children are struggling to eat three meals a day, keep a roof over their heads, access high-quality child care, and enter family-sustaining careers.

Generation Hope has been a leader in the movement to help parents earn college degrees and experience economic mobility for more than a decade. **Here's why our work is so important:**



**40% of student parents live below the federal poverty line.** (Source: Institute for Women's Policy Research)



**The average annual cost of child care rose to \$11,582 per child last year, up 3.7% from the prior year — that's about half the cost of the average tuition, fees, and room and board at a public four-year in-state university.** (Sources: Child Care Aware and the U.S. Department of Education)



**Although the number of adults age 25-65 with a college degree is steadily increasing, racial disparities persist. Half of all white adults have a two- or four-year degree, compared to only 34% of Black adults and 28% of Latinx adults.** (Source: Lumina Foundation)



**Nearly 20% of student parents have been homeless in the past year.** (Source: Hope Center for College, Community, and Justice)



**About 56% of student parents have experienced housing insecurity within the past year.** (Source: Hope Center for College, Community, and Justice)



**Non-college graduates, particularly people of color, earn significantly lower wages than their college-educated counterparts. For example, in 2019, Black workers with only a high school diploma earned 28.4% less per hour on average than white workers with the same level of education.** (Source: Economic Policy Institute)



**Despite the fact that 1 in 5 college students are parenting, only four states (Oregon, California, Illinois, and Texas) have passed legislation requiring higher ed institutions to collect data on the parenting status of their students.** (Source: Urban Institute)



Our five-year path allows us to impact more than **3 MILLION PARENTING STUDENTS** across the country by 2029. Together, we will reach this goal through strategic collaboration.

# WE'RE CREATING A FUTURE WHERE...

All families regardless of their zip code or racial or ethnic background have access to educational and career opportunities that allow them to pursue their dreams and to live safe and healthy lives.

# WE ARE GUIDED IN THIS WORK BY:

**Our Mission:** To ensure all student parents have the opportunities to succeed, experience economic mobility, and build wealth, Generation Hope engages education and policy partners to drive systemic change and provides direct support to teen parents in college as well as their children through holistic, two-generation programming.

**Our Vision:** All teen parents and student parents, and their children, have every opportunity to succeed and are empowered to create a better future for themselves, our community, and our world.



- Our Values:**
- Service
  - Abundance
  - Family
  - Education
  - Race Equity

# HOW WE'LL GET THERE

Over the next five years, we will continue to live out our values, invest in and center families, seek out partnerships and collaborations, and strategically work towards our 2029 goals.



## Impacting a New Community

We will scale our direct-service programming, establishing a new site and reaching more young families in a new community.



## Bolstering Basic Needs for Families

We will enhance basic-needs supports for Generation Hope Scholars to accelerate their success and invest in their overall well-being.



## Transforming Higher Education

We will work with more education and policy partners and leaders to address historical racism within higher education and to uproot barriers to student parent success.



*“Generation Hope has had a strong impact on my educational goals in times when I felt like I was alone. I knew my Hope Coach, Sidney, was there. When I talk to her, I feel like she is actually listening.”*

— **Generation Hope Scholar Erica**



*“Generation Hope gave me the sense of community I really wanted, and that sense of community has been really important in shaping the person I am now.”*

— **Generation Hope Scholar Tamara**





# 2029 GOALS



**Leader:** Generation Hope will cultivate leaders on our National Board and Local Advisory Boards to fulfill our mission, maximize our impact, and create a just world where all families thrive. In keeping with our Race Equity Blueprint, we will continue to foster a racially diverse Board where the community holds power.



**Employer:** Generation Hope will establish our National Office, enhancing internal operations throughout the organization with a focus on maintaining an inclusive and healthy work culture that engages a diverse, talented, and highly qualified team.



**Resource Connector:** Generation Hope will meet our fundraising targets by strategically growing our resources and key partnerships with the ultimate goal of mitigating systems that have reinforced poverty and oppression for families of color.



**Activist:** Generation Hope will strategically communicate and advocate as the national organization for student parents, teen parents, and families experiencing poverty, protecting and advancing their equity, access, wealth, and power.



**Service Provider:** Generation Hope will go deeper and wider in our direct work with families, proving that young families are capable of incredible things when we remove systemic barriers to their success.



**Trainer:** Generation Hope will transform the higher ed landscape through institutional capacity building, student-centered resources and tools, and intentional convenings all undergirded by our race-equity framework.



# A QUICK REVIEW OF HOW WE'RE CHANGING THE WORLD



## Working directly with families

As we embark on this Strategic Path, our Scholar Program has served 450 teen parents in college and celebrated nearly 200 degrees. Sixty-one percent of Generation Hope Scholars earned a degree within six years, on par with the national average for all college students. Eighty-nine percent of our Scholar graduates were employed full-time and/or enrolled in a graduate studies program within 6 months of graduating.

We currently serve more than 200 Scholars in the D.C. metro region and the greater New Orleans area.



## Creating a family-inclusive higher education system

Drawing upon our direct work with teen parents attending college and partnerships with higher education institutions, Generation Hope has developed student-centered best practices to assist institutions of higher education and other organizations in better serving the nearly 4 million student parents across the country.

We have worked with more than 20 colleges and universities to enhance their student parent work through our technical assistance program, FamilyU, impacting more than 100,000 student parents nationally.



## Advocating for change on behalf of and with families

As an advocate and activist, Generation Hope elevates the experiences of teen/student parents at the intersection of race and education to pursue national and local policy change. We advocate for higher education affordability and accessibility, quality and affordable child care, and true pathways to economic mobility.

We also prioritize amplifying the voices of student fathers, particularly Black, Latino, and Indigenous fathers, and connecting student parents with essential support services at the local level.

## GET INVOLVED

Join us as we work towards this brighter future. You can help by supporting our programs, advocating for policy changes, staying informed, becoming a volunteer, and donating. **Scan the QR code to get involved.**





# TO CREATE THIS STRATEGIC PATH

We worked intentionally to ensure our five-year path was shaped by various internal and external voices and perspectives.

A special thanks to our National Board of Directors and Strategic Planning Task Force for their dedication, time, and valuable insights to help us solidify our strategic direction.

## NATIONAL BOARD OF DIRECTORS

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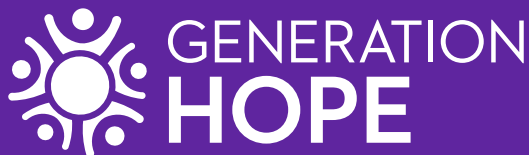
Aubrey Quinn

Ron Vassallo \*

Joseph Yusuf

\* Strategic Planning Task Force members

To support the continued work of Generation Hope to drive student parent success nationally and state-wide, please visit [generationhope.org](https://www.generationhope.org) and make a secure online donation.



DC Region | New Orleans | Nationwide

[generationhope.org](https://www.generationhope.org)

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## KEEP IN TOUCH

