

# Gracie's House Strategic Plan

Goals made to be met.

Pretty, but all business.

#### A DIVERSE BOARD

Gracie's House will have a solid, **diverse**, and **strong board** in place by 2025. Our main goal for the first five years is **development**,

#### **COMMUNITY ENGAGEMENT**

Community is **our main focus**. Both the LGBTQ+ community and the **communities in which we live**. Our goal is to **serve** these communities with **love**.

## OUR 2024 Board Goals

#### ESTABLISH CLEAR GOALS

Our strategic plan is a **roadmap** to where we need to be in each year of the next five years. Our board will help keep those goals **in focus**.



#### BUILD FOUND CAMPS

FOUND Camps are the heart of Gracie's House. By 2025, we will have contracts in place for summer 2026 and FOUND family weekends planned.



#### BOARD

-All officers in place -Development committee -Grant writing committee -Activity committee -Meet year zero budget -Build five yr. budget

#### GRANTS

-Design Gracie Grant application -Update website -Establish schedule for submissions and grant giving

## **2024-2025** GOALS

### CAMPS

Camp planning committee-Research and visits-Camp web presence-Registration forms-Marketing materials-

## **EXPRESSION**

Develop programs-Recruit artists-Develop expression workshops-Deliver outcomes-



Distribute Gracie Grants to support organizations providing safe spaces for LGBTQ+ youth in rural areas.

## \$3,000

# YEARS THREE & FOUR / 2027-28

Distribute Gracie Grants to support organizations providing safe spaces for LGBTQ+ youth in rural areas. Follow up. \$7,000

#### YEAR TWO / 2026

Distribute Gracie Grants to support organizations providing safe spaces for LGBTQ+ youth in rural areas. Follow up with prior year's recipients.

#### \$5,000

#### YEAR FIVE / 2029

Distribute Gracie Grants to support organizations providing safe spaces for LGBTQ+ youth in rural areas. Follow up.

#### \$10,000

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**OUR GRANT** 

GIVING

**GOALS** 

Secure funding, research and visit established camps, develop activity curricula / leadership camp / training for counselors. Distribute marketing materials.

## OUR Summer Camp Goals

# YEARS THREE & FOUR / 2027-28

Increase camper capacity incrementally. Expand scholarship opportunities. Continue improving camp based on feedback. 40-50+ campers.

#### YEAR TWO / 2026

First year of camp! Run a successful first year of camp Have fun! Collect feedback and evaluate camp success.

#### YEAR FIVE / 2029

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Increase leadership program. Expand scholarship opportunities. Continue improving camp programs based on feedback. 60-80+ campers.

#### **GRACIE'S HOUSE**

Start FOUND family weekend camps starting with a debut retreat in fall 2025. Collect feedback and evaluate camp success.

## OUR FOUND Family Retreat Goals

# YEARS THREE & FOUR / 2027-8

Increase family participant numbers. Improve camp programs based on feedback. Start Adult Camp. Impact goal: 40

#### YEAR FIVE / 2029

**YEAR TWO / 2026** 

Start FOUND family weekend

camps twice a year in spring

and fall. Plan Adult Camp.

Collect feedback and

evaluate camp success.

Increase family participant numbers. Run three retreats total. Adult Camps! Improve camp programs based on feedback. Impact goal: 50+

#### **GRACIE'S HOUSE**

Launch and Promote / Initiate creative expression workshops in various safe spaces. Gather feedback from

participants and hosts.

## YEAR TWO / 2026

Expansion / Increase number of workshops and participating locations. Foster long-term relationships with bookstores, schools, and libraries. Improve programs based on feedback.

#### YEAR FIVE / 2029

Expansion / Increase number of workshops and participating locations. Plan art shows, literary magazines, and open mic nights / receptions.

## OUR ARTISTS-IN-RESIDENCE GOALS

# YEARS THREE & FOUR / 2027-8

Expansion / Increase number of workshops & participating locations. Foster long-term relationships with GSA clubs in rural areas.

**GRACIE'S HOUSE** 

## 2024/2025

-Build a strong board -Organize committees -Market summer camp for 2026 -Run a fall family camp weekend -Give \$3,000 in micro-grants -Build artist-in-residence programs

## 2026

Committees in action-Get ready for year 1 of camp!-2 family weekends-Give \$5,000 in micro-grants-Start artist-in-residence events and popups-Find more funding-

## 2027

-Grow camp programs based on feedback. -Revisit & adjust budget -ADULT CAMP WEEKEND -2 family weekends -Give \$7,000 in micro-grants -As always, find funding

## STRATEGIC PLAN, TL;DR

## 2028

MORE CAMPERS-ADULT CAMP WEEKENDS-More family weekends-Give \$7,000 in micro-grants-Connect with rural GSAs-As always, find funding-Grow arts programs-HAVE FUN / BE AWESOME-



## [SMALL] DREAM #1

Employ one part-time employee in 2025, paid at \$16-20/hour. (\$20k funding)

## [SMALL] DREAM #2

Adult Camp weekends by 2026! (\$10k)

## OUR BIG DREAMS

## MED DREAM #3

Grow FOUND camper count to fill TWO sessions by 2029. That's up to 160 campers! Hire a part-time camp coordinator to make that happen. (\$25k)

## [MEDIUM] DREAM #1

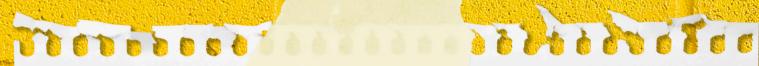
Employ one full-time employee in 2026 (\$45k funding) [MEDIUM] DREAM #2

> Grow FOUND camper count to 80 by 2027, through transportation options & marketing. (\$15k)

## THE BIG DREAM

Funding for a dedicated local safe-space community center for all of our operations, with space to invite our other inclusion-focused community organizations for activities and education. (\$500+k)





# Thank you for your support!

We can't wait to start our work in the community. I