

# Gracie's House Strategic Plan

*Goals made to be met.*

*Pretty, but all business. ♥*

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## 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

## CAMPS

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

# 2024-2025 GOALS

## GRANTS

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

## EXPRESSION

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



**GRACIE'S HOUSE**

## YEAR ONE / 2025

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

**\$3,000**

## 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**

# OUR GRANT GIVING GOALS

## 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 FIVE / 2029

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

**\$10,000**



**GRACIE'S HOUSE**

## YEAR ONE / 2025

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

## YEAR TWO / 2026

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

# 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 FIVE / 2029

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



## YEAR ONE / 2025

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

## YEAR TWO / 2026

Start FOUND family weekend camps twice a year in spring and fall. Plan Adult Camp. 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

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



**GRACIE'S HOUSE**

## YEAR ONE / 2025

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.

# 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.

## YEAR FIVE / 2029

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



**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-

# STRATEGIC PLAN, TL;DR

## 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

## 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-



**GRACIE'S HOUSE**



## [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)

## [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)

# 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)

## 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)



**GRACIE'S HOUSE**

**Thank you for  
your support!**

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

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