



Strategic Plan

2010-2013

Mission

It is our mission to equip and guide the next generation of young people in leadership development, community service and education.

Vision

The Jas Foundation envisions a youth-lead movement of positives driven young adults. Having positive attitude will reduce crime, drug and violence in our community. Having education being the leading force will help us to produce our great leaders of tomorrow.

Goal 1

Provide Superior Programmatic framework and materials for program partnership, which results in reduction of crime, violence and drugs.

Objectives

1. Promote prevention opportunities as well as means and methods of intervention into existing problems.
2. Implement a youth lead/youth driven program in Daytona Beach and Volusia County.
3. Create products of significant topical interest that provide much needed information on that field.
4. Create multimedia products that cover all major program components of the Jas Foundation.
5. Build relationship with 5 new partners a month

Goal 2

Strengthen The Jas Foundation with Technical assistance, training and evaluations techniques.

Objectives

1. Develop vitality of The Jas Foundation through training in out 3 major fields, technical assistance, assessment, accreditation, and network development that will sustain the foundation mission for the next 3 years
2. Ensure the annual identification of best practices.
3. Develop the board of directors and Trainers who are trained, monitored and evaluated to deliver training that ensures programs with best practices.
4. Develop a Technical Assistance delivery system that meet National, Federal and other funding source performance standards.
5. Develop training curricula and materials for the major program elements thats to be used at all levels of implementation.

Goal 3

Expand awareness and understanding of The Jas Foundation's program, mission, and success.

Objective

1. Develop a marketing plan to increase media coverage of The Jas Foundation and expand public relations locally, nationally and globally.
2. Maintain a leading edge, context filled website that attracts 1 million hits per year.
3. Develop a speaker's bureau to be spokespersons for the foundation.
4. Develop a set of Jas Foundation public service announcements that can be shown and or printed nation wide
5. Conduct national outreach at least two times per year.

Goal 4

Develop The Jas Foundation as a recognized authority

Objective

1. Collaborate with local, state, and national partners
2. Develop a network and affinity group of practitioners
3. Promote the development of conference and workshops
4. Participate in matter vital to the Jas Foundation
5. Take appropriate leadership with coalition and associations.

Goal 5

Operate Jas Foundation as a vibrant, caring, fiscally solid and well managed organization.

Objective

1. Develop a Board of Directors with national representation who are properly oriented, who participate in 6 board meeting per year.
2. Increase the presence and participation of young people on the board.
3. Maintain a system of professional development including staff training and development needs.
4. Maintain staff members who have appropriate certification in their role.
5. Recruit and retain high quality professional personnel capable of advancing a national credibility, presence, and effectiveness of the Jas Foundation.
6. Acquire the best equipment to operate.
7. Maintain an accounting system and budget accounts that provide potentially immediate information.

Goal 6

Develop adequate resources and diversify funding sources for an effective Jas Foundation.

Objective

1. Secure continued federal funding for grants and other agencies.
2. Secure continued private contributions from individuals and organizations totaling \$10,000 annually.
3. Create a formal national support campaign to increase revenues. (goodsearch)
4. Conduct fundraising events annually grossing at least \$5,000 annually.
5. Develop a marketing plan and increase the level of resources.
6. Develop one to three corporate partnerships resulting in revenue of \$10,000 per year.