



WOODRIDGE WARRIORS YOUTH ORGANIZATION

Strategic Plan

**2022-2024
January 2022-December 2024
(Version 4.0)**

I. Introduction

The current WWYO strategic plan (July 2020, Version 2.0) provides a roadmap for WWYO over the next two years. It outlines strategic goals, objectives, and activities for WWYO to undertake over the next two years. It includes a vision and framework to guide WWYO, including both the program administration and board of directors. The strategic plan also provides a critical resource to support future grant preparation and stakeholder engagement.

II. Background

The Woodridge Warriors Youth Organization focuses on improving the quality of life and assure the optimal development of children and youth and their families in Ward 5 of Washington, DC. WWYO was originally founded in 1963 as the Woodridge Community Center (WCC). The initial founders were Nathaniel Briscoe, Chauncey Lyles, and Mason Clark. The WCC founders initially developed football, baseball, basketball, and track sports teams. They recruited adult volunteers to work with youth in all the sports. Throughout the years, the organization continued to operate and evolved, becoming the Woodridge Pioneers, and later officially becoming the Woodridge Warriors Youth Organization in July of 1999.

Currently, WWYO is formally incorporated as a non-profit organization in the District of Columbia and recognized by the Federal Government as a tax-exempt 501(c)(3) entity. Funding for the organization comes from diverse sources, including fundraising, donations, contributions, grants, and nominal player registration fees.

III. Management

WWYO has a current program administration unit that includes an executive director and volunteer coordinator as well as a board of directors. The executive director is responsible for primary oversight of WWYO's sports programs. These sports programs include baseball, basketball, and football. Each WWYO sports program has a program director that leads the sport and receives guidance from the executive director. The sports programs also have a group of volunteer coaches that work directly with the youth. There is also a parent auxiliary, which includes parents of youth in the program, who volunteer in diverse ways. The WWYO board of directors is responsible for identifying the strategic priorities and directions of the program.

IV. Mission Statement

WWYO is dedicated to promoting positive youth development. Our primary goal is to empower all participants to progress individually and collectively, in the areas of self-esteem, physical fitness, discipline, academics, and life skills.

V. Vision Statement

WWYO is a community of players, parents, and supporters connected on and off the field, working towards self-improvement and self-empowerment.

VI. Core Values

WWYO is guided by a set of core values that include self-esteem, positive coaching, proper athletic techniques, teamwork, a strong work ethic, positive modeling, mentoring and strong outcomes. We believe that having our foundation built on these values positions the organization to hold our participants to a higher standard. To that end, we have immense pride in our motto: “DEDICATION - DESIRE – DISCIPLINE.”

VII. WWYO Board Committees

WWYO Board of Directors has five committees that provide guidance, oversight, and direction for different goals and activities of the organization. These committees and their specific roles and responsibilities are listed below:

1) Executive Committee

The Executive Committee is responsible for reviewing and updating the by-laws, strategic plan, and organizational procedures and conducting board recruitment and development.

2) Finance Committee

The WWYO Finance Committee is responsible for providing financial oversight of the organization. This include supporting the areas of budgeting, financial planning, financial reporting, and the creation and monitoring of internal controls and accountability policies.

The specific roles and responsibilities of the WWYO Finance Committee include but are not limited to:

- Creating an annual estimated overall budget that is also separated into quarters for each sport
- Tracking all expenses and expenditures for the organization
- Creating a trend report comparing the estimated and actual budget total annually and quarterly
- Analyzing the WWYO’s financial report prior to the monthly board meeting (at least one week prior to the meeting)
- Addressing financial discrepancies with the Executive Director prior to the monthly board meeting
- Creating user-friendly financial reports for the board
- Delivering the financial report to the board at monthly board meetings

3) Fundraising Committee

The WWYO Fundraising Committee is responsible for overseeing the organization’s overall fundraising efforts.

The specific roles and responsibilities of the Fundraising Committee include but are not limited to:

- Establishing annual and quarterly fundraising targets

- Identifying donors and donor opportunities
- Applying for grants
- Establishing and maintain contact with donors
- Developing methods and strategies for networking and connecting with donors
- Developing fundraising materials
- Monitoring fundraising progress
- Planning and implementing fundraising events and initiatives
- Reporting on the status of fundraising regularly to the board

4) Program Committee

The WWYO Program and Season Planning Committee is responsible for supporting the WWYO sports programs and program administration in planning and implementation activities.

The specific roles and responsibilities of the WWYO Program and Season Planning Committee include but are not limited to:

- Establishing registration targets for each sport
- Reviewing the registration process to ensure that the process is logical and feasible
- Working with the WWYO Executive Director to ensure that the sports seasons have all necessary components in place prior to the start of the season such as coaches, equipment, and other resources
- Reviewing and standardizing the equipment distribution and collection processes
- Organizing game day operations, including set up, break down, and concessions
- Working closely with the WWYO volunteer coordinator to identify and meet volunteer needs
- Reporting on the status on planning regularly to the board

5) Outreach and Communication Committee

The WWYO Outreach and Communication Committee is responsible for establishing and maintaining relationships and partnerships with diverse stakeholders within WWYO's target audience to promote our work. The committee is also responsible for managing the publicity of activities of the organization, sharing information, and educating stakeholders and coordinating outreach and advocacy activities.

The specific roles and responsibilities of the WWYO Outreach and Communication Committee include but are not limited to the following:

- Identifying parents to serve as Parent Leaders for each support
- Conducting regular community outreach activities to promote the organization
- Overseeing the WWYO website
- Developing and disseminating outreach and communication materials
- Developing a process to collect data from WWYO stakeholders, including parents, alumni, and supporters
- Maintaining and updating the WWYO stakeholder contact list
- Establishing a process for monthly emails to the WWYO list serve

- Supporting the expansion of the WWYO volunteer pool
- Reporting on outreach efforts at monthly board meetings

VIII. Strategic Goals, Objectives, and Activities (FY 2022-2024)

Goal 1: Building Financial Capacity of WWYO

Goal Owners: Financial Committee and Fundraising Committee

Objective 1: Develop and implement annual fundraising strategy and plan

- Activity 1: Draft fundraising plan and strategy
- Activity 2: Hold two fundraising events (e.g., Mulch Madness Fundraiser in March)
- Activity 3: Implement Friends of WWYO initiative and recruit at least 15 Friends of Woodridge
 - Each board member will be asked to recruit at least one friend
 - Send WWYO Friends summary to board
- Activity 4: Develop and send out acknowledgement letter for donors

Objective 2: Build our WWYO grants portfolio

- Activity 1: Resolve tax id status (immediately)
- Activity 2: Develop inventory of local grants with required information and deadlines
- Activity 3: Apply for at least two grants
- Activity 4: Organize a folder of grants materials
 - Create templates

Objective 3: Enhance fiscal management infrastructure

- Activity 1: Recruit Treasurer and Assistant Treasurer- bookkeeper/designee
- Activity 2: Review and assess WWYO overall financial status
 - Secure Quick Book bookkeeping services
- Activity 3: Enhance WWYO chart of accounts

Priorities:

- 1) Resolve tax situation
- 2) Create a system for accounting

Goal 2: Improve WWYO Program Operations

Goal Owners: Program Committee, Communication Committee, Fundraising Committee, and Executive Committee

Objective 1: Recruit and train coaching staff

- Activity 1: Recruit basketball director and coaches in all sports programs

- Activity 2: Require coaches to take at least one training per year

Objective 2: Organize and leverage volunteer pool

- Activity 1: Develop a directory of volunteers
- Activity 2: Utilize and assess new tracking system for volunteers

Objective 3: Create viable alumni network

- Activity 1: Develop directory of alumni that contains at least 25-30 alumni with current contact information
- Activity 2: Convene an initial alumni interest meeting
- Activity 3: Develop a plan to move alumni network forward

Objective 4: Explore new sports programs

- Activity 1: Assess current WWYO sports program offerings to determine whether we will continue investing
- Activity 2: Determine WWYO capacity for new sports programs
- Activity 3: Prioritize which new sports program to begin with

Priorities:

- 1) Assess current program operations
- 2) Recruit and train coaches and directors

Goal3: Strengthen WWYO Outreach and Communication Efforts

Goal Owners: Communication and Outreach Committee

Objective 1: Improve communication with stakeholders

- Activity 1: Develop and implement stakeholder outreach plan (e.g., parents, alumni, community members, coaches, and participants)
- Activity 2: Improve WWYO registration platform
- Activity 3: Convene virtual or in-person WWYO annual meeting (e.g., parents, coaches, board members)
- Activity 4: Solicit at least five testimonials from community, civic, and business leaders
- Activity 5: Explore a WWYO homecoming for all sports (e.g., alumni game or alumni day) contingent upon pandemic

Objective 2: Enhance digital communication (website, FB, Instagram, Twitter)

- Activity 1: Update WWYO board webpage with photos and updated job titles
- Activity 2: Identify website subscribers to add to email distribution list
- Activity 3: Find new ways to leverage website

Objective 3: Develop WWYO media campaign

- Activity 1: Review original WWYO media campaign
- Activity 2: Maintain and update WWYO social media accounts
- Activity 3: Develop a code of conduct for coaches in terms of using social media
- Activity 4: Explore the creation of a WWYO Woodridge Warriors video (e.g., connect with Richard Wright Academy and Archbishop Carroll media programs)

Priorities:

- 1) Develop stakeholder engagement plan
- 2) Hold WWYO annual meeting

Goal4: Enhance WWYO Organizational Infrastructure

Goal Owners: Executive Committee and Program Committee

Objective 1: Continue board development efforts

- Activity 1: Recruit Treasurer, Assistant Treasurer and Secretary
 - Replace designee with Assistant Treasurer
- Activity 2: Develop annual board commitment process
 - All board members will donate annually to WWYO.
 - Request that board members attend one training annually
 - Require all board members to sign annual board commitment letter
 - Hold annual board retreat
- Activity 3: Solidify committee chairs and their roles
- Activity 4: Create WWYO Advisory Board

Objective 2: Review, revise, and develop organizational policies, procedures, and files

- Activity 1: Review and update by-laws
- Activity 2: Create board directory with term dates
- Activity 3: Review and update operations manual
- Activity 4: Review, sort, and organize WWYO documents and files

Key Priorities:

- 1) Reach full board capacity
- 2) Ensure functioning of committee