



IMPACT 2025

**ADVANCING
ADOLESCENT
HEALTH**

STRATEGIC IMPACT STATEMENT



The Strategic Impact Goal for the five-year plan to further define GCAPP's desired future success: From January 2021 to December 2025, GCAPP will enable partners to empower at least 360,000 adolescents to make healthy life choices on their path to becoming productive citizens, community members, and leaders. As of December 31, 2024, GCAPP enabled partners to empower over 550,684 adolescents to make healthy life choices on their path to becoming productive citizens, community members, and leaders.

MISSION



Goal	Strategic Objectives	2021-2024 Update & Highlights
<p>We cultivate and maintain strategic relationships that meet needs of the community</p>	<p>Increase the number of strategic partnerships across the state to support our expanded impact targets</p>	<ul style="list-style-type: none"> • Established 109 new strategic partnerships across Georgia's youth serving ecosystem • Established 47 school partnerships with (25) K-12 partners and (22) college & university partners • Joined and actively engaged (28) County Health Collaboratives and Community Action Teams to provide GCAPP's expertise and advocate for local adolescent health needs • Developed and onboarded a Strategic Initiatives & Partnerships Director • Launched The Georgia Adolescent Health Alliance to mobilize and align the work of Georgia's youth serving ecosystem • Secured (9) Strategic partners to inform, utilize, and publicize GCAPP's Parent Toolkit
Goal	Strategic Objectives	2021-2024 Update & Highlights
<p>We have a broader reach using multiple approaches impacting 80 Georgia counties and 360,000 adolescents</p>	<p>Increase the number of counties reached and people served</p>	<ul style="list-style-type: none"> • Expanded into 65 priority counties while impacting 91 total counties throughout Georgia • Reached (673,686) individuals through programs, trainings, and education, & awareness campaigns • Engaged (30) Georgia counties in Community Conversations • Successfully launched The EBAN Project to target Teen Pregnancy Prevention and Trauma-Informed work in Macon-Bibb and Clayton counties • Successfully launched The SHARE Project to target Sexual & Reproductive health amongst LGBTQ+ youth throughout Georgia • Launched (135) Education & Awareness Campaigns that supported parents, youth, and youth serving professionals reaching 347,428 parents, 174,306 youth, and 153,860 professionals

MISSION



Goal	Strategic Objectives	2021-2024 Update & Highlights
<p>Enhance services to meet the ever-evolving needs of parents</p>	<p>Increase the number of assets available</p>	<ul style="list-style-type: none"> • Enhanced GCAPP’s capacity to address youth mental health by certifying program staff in youth mental health, resiliency promotion, and traumainformed care programming • Increased Parent Toolkit assets from 44 to 70 modules to provide resources for the ever-evolving needs of young people • Developed and launched a Youth Voice & Empowerment Plan to position GCAPP staff and board members as Adult Allies and to promote Youth-Adult partnerships throughout GCAPP’s programs, systems, and policies • Developed GCAPP’s Library of Resources to centralize GCAPP’s publications and resources and make them accessible to all GCAPP stakeholders • Updated the coding and content of GCAPP’s sex ed. app, TMI-Georgia, and redesigned the TMI-Georgia website • Continued successful digital transformation of GCAPP’s programming and trainings by offering 37 Webinars and developing 82 digital learning products
	<p>Strategic Objectives</p>	<p>2021-2024 Update & Highlights</p>
	<p>Increase the number of parents reached</p>	<ul style="list-style-type: none"> • Reached 350,207 parents through programs, trainings, and education & awareness campaigns • Provided 23 parent-centric webinars and trainings • Achieved 13,157 visits to & 2,805 downloads of GCAPP’s Parent Toolkit



Goal	Strategic Objectives	2021-2024 Update & Highlights
<p>We are responsive to the emerging adolescent health needs of the Georgia ecosystem</p>	<p>Elevate key health equities across Georgia (Health Equity Impact Areas: Sexual & Reproductive Health, Social & Emotional Wellness, Mental Health)</p>	<ul style="list-style-type: none"> • Developed and utilized a Social Emotional Learning Framework aligning GCAPP programs to social, emotional, and positive mental health outcomes for youth • Enhanced GCAPP’s capacity to address youth mental health capacity by certifying program staff in mental health and trauma-informed care programming • Expanded the Youth Advisory Council to over 72 members representing 25 counties • Developed and launched a statewide Youth Advocacy Strategy aimed at changing systems and policies to improve adolescent health and wellbeing (menstrual equity, distracted drivers, financial aid for college students, drug awareness, cultural competency for young women of color, mental health, leadership opportunities for low-income students, LGBTQ mental health and wellness) • Elevated significance of Comprehensive Sex Education in response to the Supreme Courts’ Dobbs Decision
	<p>Strategic Objectives</p> <p>Increase awareness of our broader focus on emerging issues in Adolescent Health</p>	<p>2021-2024 Update & Highlights</p> <ul style="list-style-type: none"> • Hosted annual high profile statewide convenings focused on adolescent health and well-being: Sex Ed Summit and Let’s Talk Fatherhood webinar • Hosted annual youth-focused convenings aimed at empowering youth as champions and change agents in their home communities: Youth Empowerment Summit and the Youth Advocacy Summit • Hosted annual community facing webinar events such as Parents as Teachers, How to be a Askable Adult, and Supporting LGBTQ youth • Launched 144 integrated marketing campaigns across Georgia communities • Developed 183 Digital Learning Products • Earned 95 Media Spots across Georgia and National media news outlets • Concluded critical public health crisis programming concerning COVID-19, HPV, and HIV awareness, prevention, treatment and vaccinations



Goal	Strategic Objectives	2021-2024 Update & Highlights
<p>Programs are relevant and adapted to current trends</p>	<p>Increase impact across all focus areas</p>	<ul style="list-style-type: none"> • Elevated GCAPP's position as an adolescent health thought leader through presenting at 31 national & regional conferences and 4 published products • GCAPP leaders sit on 20 national, state, & regional boards councils, and committees of adolescent health organizations and agencies • Launched the inaugural Rising Leaders Luncheon to highlight and celebrate the work and accomplishments of GCAPP's Youth Advisory Council • Awarded GCAPP's first Adult Ally Award winner to Sen. Rafael Warnock • Named GCAPP's first Youth Ambassador of the Year as a leading voice for positive change statewide and to be GCAPP's youth spokesperson for adolescent health and overall well-being
Goal	Strategic Objectives	2021-2024 Update & Highlights
<p>We use data to support programming and funding messaging</p>	<p>Improve the use of data to demonstrate our ROI</p>	<ul style="list-style-type: none"> • Hired a Director of Evaluation & Research to lead newly formed Evaluation & Research department • Transitioned 100% of programmatic and communications data management to Salesforce • Created a Monitoring, Evaluation and Learning system with shared youth outcomes across programs • Developed Impact 2025 dashboards to easily and quickly convey progress towards strategic goals • Designed an adolescent health data repository to inform programmatic decisions, external messaging, and funding proposals • Conducted an internal study demonstrating the positive impact of Comprehensive Sex Education in GCAPP's WISE-partner school systems to improve sexual and reproductive health outcomes for adolescents • Developed Georgia's first Sex Education Map that visualizes the landscape of Sex Ed policies and curriculum across Georgia counties and school systems prevention, treatment and vaccinations



Goal	Strategic Objectives	2021-2024 Update & Highlights
The Board helps to drive the sustainability	Increase engagement in fundraising and succession	<ul style="list-style-type: none">• Established the Individual Board Member Engagement Action Plan to customize engagement opportunities that align with key areas of IMPACT 2025 for each board member• Created the Board Scorecard to measure board engagement in key areas of IMPACT 2025 (Mission, Internal Process, Organization Capacity, and Financial)• Achieved 100% participation in the annual Board Giving Campaign• Increased board participation in cultivation and stewardship activities with donors• Developed succession plan for the CEO and Founder• GCAPP's Board actively engaged in the planning and fundraising for major events





Goal	Strategic Objectives	2021-2024 Update & Highlights
<p>Employees represent the diverse make up of communities served</p>	<p>Expand our reach to diversity our candidate pool for all open opportunities</p>	<ul style="list-style-type: none"> • GCAPP achieved its gender diversity goal with 42% of GCAPP's current staff being male • Participated in a government and non-profit career fair at Kennesaw State University in 2024 and will attend 2 job fairs in 2025 • Identified and utilized new professional associations to source potential job applicants: Georgia Society of CPA's, SOPHE, American Public Health Association, American Evaluation Association, Association of Fundraising Professionals, and SHRM
Goal	Strategic Objectives	2021-2024 Update & Highlights
<p>Mission focused team committed to delivering maximum community impact</p>	<p>Increase employee engagement and commitment</p>	<ul style="list-style-type: none"> • Facilitated process to track progress toward completing the Culture Action Plan on a monthly and quarterly basis (Monthly Leadership Team and Quarterly All Staff Meetings) • Improved Employee Opinion Survey scores in the areas of Diversity & Inclusion, Harassment, Fair Treatment, Flexible Work Options, Respect, Empowerment, and Management • Developed a formal Career Development process that encourages professional development resulting in 6 internal staff promotions • GCAPP achieved a 95.3% overall score on its most recent employee opinion survey • Established and updated GCAPP's Annual Culture Action Plan through 2024 to continue improving the health and culture of GCAPP • Conducted GCAPP's first annual all-staff corporate volunteer opportunity with Atlanta Food Bank • Improved GCAPP's Training and Professional Development program by including and mandating LGBTQ+ and racial inclusivity training for all staff • Established leadership practices of following the Accountability Pathway and conducting Talk, Listen, Commit (TLC) conversations



Goal	Strategic Objectives	2021-2024 Update & Highlights
Selectively and efficiently use technology to enhance organizational priorities	Increase and improve the use of technology (internally)	<ul style="list-style-type: none">• Moved organization to Microsoft Teams & Outlook platforms to manage daily business functions, communications, and file storage• 95% of GCAPP staff report comfortability with all Microsoft Teams & Outlook platforms• Conducted periodic 'Lunch & Learn' sessions and weekly Office Hours to facilitate the adoption and use of data systems• 100% of Programs & Communications staff enter activities into Salesforce• Conducted periodic GCAPP Evaluation team (GVAL) meetings with data champions from each functional team to lead and support data collection and utility across organization





Goal	Strategic Objectives	2021-2024 Update & Highlights
<p>We have diverse revenue streams and expanded donor base to include revenue generating activities</p>	<p>Increase revenue through diverse revenue streams</p>	<ul style="list-style-type: none"> • Exceeded 2022 Event, Fee for Service and Foundations Revenue goals • Since 2021, 30% of GCAPP donors are new donors to the organization 12 new Foundations supported GCAPP’s mission • 100% of GCAPP’s Board of Directors participate in and fulfill GCAPP’s \$5,000 “give or get policy” • Utilized the Rising Leaders Luncheon as a new funding source for GCAPP’s Annual Fund • The EmPower Party exceeded goal in raising \$1.2 million in 2024 (\$200K over the goal) • Launched the After Party for EmPower Party to cultivate new donors • Partnered with a fundraising contractor Wellspring to increase Annual Fund revenue, and develop a Major Gifts and Young Professionals’ Program

Goal	Strategic Objectives	2021-2024 Update & Highlights
<p>We have the right people and tools to implement finance and development best practices</p>	<p>Increase knowledge base and the use of best practices in finance and development</p>	<ul style="list-style-type: none"> • Developed and Implemented Financial Policies and Procedures in 2021 • Restructured the Finance and Administration team to include 1 new hire, Grants Accountant, and a new financial software • Hired and trained a Sr. Accountant • Provided resources and tools to increase staff knowledge of funding sources and to assist with cost management and cost allocations (e.g., developed a FAQ’s document in 2024) • Conducted periodic Lunch N’ Learns on Concur/expense reporting processes

