

# NATIONAL VISIBILITY (Change name to PR/ Visibility)

## INITIAL GOAL

## SUCCESSSES

## NEXT STEPS/ REVISIONS

### Growth in the # of Families Served

#### **Stakeholders Experience: Growth in the number of families served**

Project: Completion of 2025 New Retreat Locations  
Growth and the Development in the number of retreats- 2 per year (2026)  
Person: LP Staff  
Date Completed: January 2026  
Metric: retreats scheduled with proper support

Additional retreat in Tellurdie 2025  
Development of Hope in Motion Campaign: 10 New Retreats/ 100 more families/ by 2030  
4 new retreats in 2026: Carolina Beach, Nags Head, Deep Creek, MD and Emerald Isle Couples  
Good property partnership for expansion has been developed

### Substantial Marketing Budget

#### **Budget and Funding: Substantial Marketing Budget and Funding Opportunities**

Project: Development of 5 Funding Opportunities  
Person: Stephanie/ Jeanine/ Marketing Work Group  
Date Completed: November 31, 2025

All partnerships (web development, messaging work, possible video production) have been direct results of the workgroup reaching into their networks.

### Marketing Plan

#### **Internal process: Marketing Plan and Direction**

Project: Delivery and Acceptance of marketing plan / figure out staffing needs  
Assessing the current social media model and current marketing materials  
Look at the layers and how to increase visibility  
Person: Bryan and Jeanine/ Marketing Work Group  
Date Completed: June 30, 2025  
Metric: Delivered plan

Plan for initial projects presented the board Dec 2026. Additional \$20K approved by board to implement changes in 2026

### Marketing Group Staff

#### **Capacity: Marketing Work Group/ Staff**

Project: Establish a Work Group and give them a charge and direction/ Need board Leader for group  
Person: Bryan and Jeanine  
Date Completed: by end of February 2025

Core work group created of 4 industry leaders from Georgia Pacific, Gartner, RocketCamp, and Dental Partners, . Stephanie did a great job leading group. December 1 day work session by group in Atlanta to create the Plan for board approval. Susan Fulginiti assumed role of group leader for 2026.

# FUNDING

## INITIAL GOAL

## SUCSESSES

## NEXT STEPS/ REVISIONS

### 2 New National Partners

#### **Stakeholders: Area Based Planning and Funding Delivery**

Project: Equipping new supervisors to identify possible funding sources in retreat areas

Person: Retreat Supervisors

Date Completed: Feb 1, 2025

Metric: training the 4 supervisors to identify

Limited movement. Year 1 of coaches saw them understanding their supervisory roles. 2026 includes a process for microevent expectations and working with volunteers and former participants in Wiggling Out.

Jeanine Meet and greets for 2026 planned

### Increased Revenue

#### **Budget and Funding: Annual Fund Increases**

Project: Monthly meetings for development

Person: Joanne/ Board of Directors

Date Completed: Start Jan 2025

Metric:

Positive work with onboarding Leanna Giles as a consultant that is helping our work and continues ongoing. Initial progress with a plan for board stewardship with assigned folders.

### Development Plan for Major Gifts

#### **Internal Processes: Development plan for major gifts**

Project: Monthly meetings for development

Bring gifts up a level and small foundation gifts/ Board member has 2 asks per month with an accountability structure

Person: Joanne/ Board of Directors

Date Completed: Start Jan 2025

Metric:

Identified a plan for board stewardship. Board made monthly calls to donors. Cindy took ownership as lead of this group and was a consistent positive force of support. New Private Foundation Funder committed for \$50K for 2025 and 2026.

### Identify National Partners

#### **Capacity: Ongoing Identification of National Partnerships**

Project: Identify and timeline for the ask

Person: Jeanine

Date Completed: December 2025

Metric: 2 National Partnerships at \$50,000+

Gilead Relationship was formed, fostered and shows positive potential for a major partnership at the 50K+ level for 2026  
Rewrite of the Honda Grant for possible funding level at 50K+ in 2026  
Beginning of 2026- LPHOH use of grant software to help strategically align our work with possible resources

# PEOPLE DEVELOPMENT

## INITIAL GOAL

## SUCCESSSES

## NEXT STEPS/ REVISIONS

### Best Practice Executed Retreats

#### **Stakeholders Experience: Best Practices Executed Retreats**

Project: Created a list of projects and prioritizing them for the board (with coordinators and directors) and make recommendation to the board

Person: Kathy Gates

Date: Feb 15

Metric: \$25,000 raised by the board.

Choose 1 project to tackle for 2025

Recommendations submitted by staff and approved by board.  
Board successfully raised \$25,000  
New flags and tents, more professionally branded materials

### Broaden Donor Base

#### **Budget and Funding: Budget Increase**

Project: Approve 2025 Budget

Person: Board of Directors

Date: Nov 2024

Metric: completed budget/ increase by \$25K

Board approved.

### Identify Staffing Needs and Training

#### **Internal Processes: Focused Staff and Development**

Project: Lead staff work group that determines the personnel growth and volunteer development. What training is needed by current staff?

Person: Leslie

Date: Feb 15

Metric: What are the next 2-3 positions needed for the next 3-5 years

Recommendations put before board.  
3 new positions filled:  
Events and Volunteer Director  
Assistant Retreats Director  
Sr. Exec Admin  
Current admin became Retreats Admin position

Training identified

### Expanded National Board of Directors

#### **Capacity: Expanded National Board of Directors**

Project: Networking Tree session for New Board Members/ Identify 4-5 new board members to achieve a 40% national composition

Person: Bryan and Julie

Date: March 31

Metric: Identify and secure 4-5 new board members to achieve a 40% national makeup

Adam initiated and developed relationship with Mary Grandeau to act as consultant.

Workgroups with National members are creating possible pipelines for national members.

# SUSTAINABILITY

## INITIAL GOAL

## SUCCESSSES

## NEXT STEPS/ REVISIONS

**Stability and Longevity**

**Founder Deployment**

**Budget/ Funding: Founder Deployment**  
 Project: Job Description for Jeanine/  
 Identify how to get freedom for Jeanine so  
 that she can redploy beginning in 2025.  
 Shared responsibility or VP position.  
 Person: Executive Committee  
 Date: July 1, 2025  
 Metric: free up 25% of Jeanine's time

Board approved.

**Shared Leadership**

**Internal Processes: Shared Leadership/  
 Defined Roles**  
 Project: Develop roles of board members  
 and develop an on-boarding plan with  
 appropriate materials  
 Person: Adam Willets (Julie will give United  
 Way packet)  
 Date: by Dec 31, 2024  
 Metric: completed materials

Onboarding packet and plan created.  
 Board portal created  
 Board member leadership for workgroups  
 began..

**Succession  
 planning for  
 all leadership**

**Capacity: Succession Planning**  
 Project: Development of Work Group  
 with a first meeting completed  
 Person: Brad Shaw and a Board  
 member  
 Date: Feb 28, 2025  
 Metric: meeting completed

Bryan, Julie and Joanne launched succession  
 workgroup.  
 Succession workgroup is developing a "break  
 the glass plan", investigating key person  
 insurance, and developing a communicaton  
 plan.

Adam took leadership with board development