

Strategic Plan 2020 - 2025



Equity Now Overview

Vision:

To globally seed strategy, resources and love to make tomorrow better for children, families and communities.

Mission:

To discover, plan and implement innovative solutions for pathways of building equity. Focusing on Financial Education, improving K - Adult Education, Social-Emotional Learning & Academic Development.



Values:

Collaboration, Respect, Excellence, Love, Diversity & Innovation.



VISION

To globally seed strategy, resources and love to make tomorrow better for children, families and communities



MISSION

To discover, plan and implement innovative solutions for pathways of building equity. Focusing on Financial Education, improving K – Adult Education, and Social-Emotional Learning & Academic Development.



BREAKTHROUGH OBJECTIVES

Core tenants of the business model, which inform decisions made, initiatives chosen, and programs implemented.



MISSION FOCUSED AREAS

Organization pillars that anchor our work internally and externally through a whole child and whole family approach to create a thriving community.



STRATEGIC PRIORITIES

Prioritized focused areas with underlying strategic initiatives and goals established to ensure a successful execution.

Breakthrough Objectives

Core tenants, which inform decisions made, initiatives chosen, and programs implemented:

- Quality
- Service
- Academics
- Affordability
- Research

Breakthrough Objectives

Quality:

To continuously refine, re-evaluate and improve our services to ensure EN delivers best-in-class value to all Stakeholders, which meets and exceeds their expectations.

Academics:

Pro-actively maintain integrity to our mission focused areas and strategic priorities that are holistic, culturally relevant and provide innovative educational solutions for pathways of building equity.

Service:

Equity Now's duty to our community is embodied with a commitment to excellence through timely delivery, efficiency, and sensitivity to our stakeholders (to the welfare of all).

Affordability:

Maintain, monitor, and measure financial health to ensure the sustainability of the core vision and mission through appropriate growth, diversification and being responsible with our resources.

Research:

Expand and maintain a process for continual systematic investigation for support of entrepreneurial endeavors that foster a work environment where creative thinking is encouraged and rewarded to produce a positive, local and global impact.

Mission Focused Areas

Organizational pillars that anchor our work internally and externally through a whole child and whole family approach to create thriving communities:

a. Financial Education

b. K - Adult Education

c. Social Emotional Learning & Academic Development

Financial Education

Equity Now is committed to advancing generational wealth in partnership with our communities by teaching sustainable wealth-building strategies through Financial Education.

Ultimately our goal is to ensure we build a financially sustainable community and create a culture around investing in the stock market.



K-Adult Education

Equity Now, as a Charter Management and Education Organization, manages and supports schools and community learning. Personalizing scholars' experiences with blended learning, social-emotional development, and community teaching and learning.

Equity Now's robust Financial Education programming encourages establishing sustainable pathways to generational wealth.



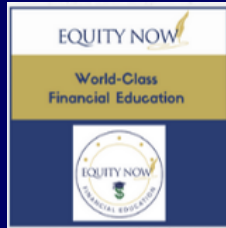
Social Emotional Learning & Academic Development

Equity Now leverages clinical expertise to provide culturally responsive approaches rooted in social emotional learning theory to ensure internal and external stakeholders develop and demonstrate competency.

Equity Now supports schools and local communities with practical and sustainable strategies utilized across academic, professional and personal environments.



Strategic Priorities



Prioritized focused areas with underlying strategic initiatives and goals established to ensure successful execution:

1. The Best Charter Management and Education Organization

2. World-Class Financial Education

3. Impactful Community Engagement & Development



The Best Charter Management & Education Organization

	Initiative #1: Provide effective management solutions.	Initiative #2: Adhere to compliance of local, state and federal policies and regulations.
Goals	<ul style="list-style-type: none"> • Provide effective management and oversight of Equity Now’s network Team through 80% yearly satisfaction rate on annual EN Employee Relation Index survey. • Provide effective charter management to our school(s) with 80% yearly satisfaction rate. • Provide 80% yearly satisfaction rate to our clients. • Adherence to spending of annual budget by 98%. 	<ul style="list-style-type: none"> • Renewal for Legends, K-8 Charter School application in Prince George’s County. • Maintain 100% bond compliance. • Remain in good standing with consolidated audit. • Remain in good standing with independent (LCS) organization audits. • Remain in good standing with the Maryland Department of Assessments and Taxation.

World-Class Financial Education

	Initiative: Provide high-quality, Financial Education experiences.
Goals	<ul style="list-style-type: none">• Establish and maintain 5 community and corporate partnerships that are mission-aligned over 5 years.
	<ul style="list-style-type: none">• Create 5 positive, revenue generating programs through Financial Education including merchandising.
	<ul style="list-style-type: none">• 100% of Equity Now employees actively engage in personal, financial planning or investing.
	<ul style="list-style-type: none">• Achieve 70% of the accountability goal 5 for LCS.

Impactful Community Engagement & Development

	Initiative: Increase and expand all forms of revenue streams.
Goals	<ul style="list-style-type: none">• Increase pipeline donors by 25% annually.• Increase corporate partners by 10% annually.
	<ul style="list-style-type: none">• Increase yearly donations by 25% through development committee.• EN to gross \$1M by year 5.
	<ul style="list-style-type: none">• Provide 300 community engagement events in 5 years based on Equity Now's Strategic Priorities.• Secure 1 endowment over the next 10 years.

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www.equitynowinc.org
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