

El Centro



SU CONEXIÓN A LA COMUNIDAD

# FORTALECIENDO NUESTRO FUTURO

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**Strategic Plan 24-27**

**Our Mission:**

**Strengthening communities and improving the lives of Latinos and others through educational, health, wealth, and advocacy opportunities.**

## OUR THEORY OF CHANGE



In 2018, El Centro took a significant step forward by developing our first-ever **Theory of Change**. Collaborating closely with the community, our Board of Directors, staff, and leadership team, we identified the barriers we faced and the strengths we could build upon. Together, we outlined the outcomes and impact we aimed to achieve, through our programs and services as the strategies to realize our vision. Most importantly, this process solidified our four core programming areas: education, community health, economic empowerment, and advocacy and engagement.

As we launch our strategic plan for 2024-2027, we are excited to unveil an updated **Theory of Change and Mission Statement**. These updates reaffirm our commitment to El Centro's holistic approach to strengthening communities and improving the lives of Latinos and others through educational, health, wealth, and advocacy opportunities.

## ELEVATING OUR CORE PROGRAMMING

### EDUCATION

**Priority: Strengthen and Grow our Dual-Language Early Education Program**

**GOAL:**

Develop and implement systems that will enhance the Academy's growth and deepen the community's understanding of the benefits of dual-language education.

**STRATEGIES:**

- Improve our enrollment process to reach our full capacity
- Ensure all students are kindergarten-ready by testing and evaluating their growth
- Provide more ongoing professional development opportunities for all our teachers
- Explore opportunities to expand access to early childhood education in Wyandotte and Johnson Counties



### HEALTH

**Priority: Expand our Geographic Reach and Inclusivity**

**GOAL:**

Improve service delivery by expanding outreach and services to Western Kansas and Kansas City, Missouri, while ensuring all feel welcomed and included in their communities.

**STRATEGIES:**

- Expand our health education and access services in Kansas City, Missouri
- Grow the work of our Promotoras and health services in western Kansas
- Strengthen marketing and outreach efforts for our health programs



### WEALTH

**Priority: Strengthen Wealth Building Initiatives**

**GOAL:**

Build a strong foundation for wealth-building by launching and expanding financial education programs.

**STRATEGIES:**

- Plan and pilot our new Bienvenido a Mi Casa program
- Hire and train a Casa Coach to provide one-on-one support for first-time homebuyers
- Grow Bienvenido a Mi Casa from a pilot project into a sustained, core program



### ADVOCACY

**Priority: Increase Community Advocacy and Engagement**

**GOAL:**

Build a strong base of community advocates by empowering Latinos to actively engage in civic issues that impact their lives.

**STRATEGIES:**

- Create new communication materials and tools that provide clear actions for advocates to take
- Amplify and elevate more community voices through storytelling



## BUILDING OUR ORGANIZATIONAL STRENGTH



### CAPACITY

As society changes and workplace expectations evolve, nonprofits like El Centro must adjust to meet new trends and create a work environment that truly supports our team. We are dedicated to building a flexible workplace where every employee feels valued, included, and empowered to lead. Creating a welcoming environment begins from within.

#### PRIORITY:

**Foster Organizational Culture and Talent Development**

#### GOAL:

Grow a positive organizational culture by defining our agency values, improving communication, and making sure every team member feels informed and engaged.

#### STRATEGIES:

- Build stronger connections by improving staff feedback and internal communication
- Create and implement better orientation and training processes
- Offer more opportunities for staff professional development through external trainings
- Adjust our internal evaluation processes to better showcase our long-term impact on community change

### SUSTAINABILITY

To meet the growing needs of communities, non-profits must stay financially strong and ready for growth. At El Centro, we are excited to launch our new homebuyer program, Bienvenido a Mi Casa, in 2025. Securing the necessary funding to sustain and expand this program is critical—not just for its success, but for the futures of those we serve.

#### PRIORITY:

**Maintain Financial Sustainability and Drive Growth**

#### GOAL:

Increase and diversify funding sources through creative revenue generation strategies, securing more federal grants, enhancing donor engagement, and expanding corporate contributions, all to ensure the long-term sustainability and impact of our organization.

#### STRATEGIES:

- Develop a diverse funding plan to explore new funding opportunities each year
- Research new funding options, such as fee-for-service programs
- Strengthen corporate partnerships and expand individual donations



## FORTALECE OUR FUTURO WITH US!

Whether it's supporting education, health, wealth or advocacy, your gift will help us grow. Now more than ever, our Latino immigrant families need vital support and assistance that YOU help make possible. As we strengthen our future by working towards our strategic priorities over the next three years and embrace for what's to come, consider giving to El Centro, either one-time or monthly.

To donate, scan the QR code or visit: <https://razmobile.com/25294>

