



# DRAFT - BfWA 2023-2026 Strategic Plan

Curated by Seam Solutions Group LLC.

As of March, 27th, 2023

## Raise Money

### Our Aim:

BfWA will activate an 8-10 figure BfWA fund aligned to our values that:

- Distributes a loan & investment capital to members for entrepreneurs
- Capitalizes a starter fund for young sites
- Provides operating capital to the Alliance

BfWA will build a diversified revenue stream while preserving our values, including earned revenue, government grants/contracts, and philanthropic, corporate, and bank funds.

### Our Goals:

By 2026, BfWA will have the following:

- \$50,000 in earned revenue
- \$500,000 in corporate giving
- \$500,000 in philanthropic funds

- By 2024, BfWA will have raised \$2 Million
- By 2025, BfWA will have raised \$5 Million
- By 2026, BfWA will have raised \$10 Million

Financial statements and reports will measure the goals listed above.

## Advancing Data and Evaluation Efforts

### Our Aim

BfWA will develop a data infrastructure and training program for members to allow BfWA and its members to share compelling stories through data.

BfWA will develop data reporting tools that are dynamic, interactive, user-friendly, and mutually beneficial to BfWA and its members.

### Our Goals:

- By August 2024, we will develop a 10-module curriculum related to program evaluation, data collection & reporting, and storytelling, as measured by the modules created
- By December 2025, we will train five members to pilot the first three completed models in 12 months as measured by participant reflection logs and participant proficiency gains
- By May 2026, launch a "Train the Trainer" model for the data curriculum program as measured by the trainer program completion

- By May 2024, we will identify 2-3 university partners to help develop tools as measured by tools developed or identified
- By December 2024, we will define 10-15 common data metrics and standards that will be captured across the Alliance
- By December 2025, we will identify and launch standard data reporting tools as measured by the digital reporting tool
- By December 2026, 100% of BfWA Members will use the data system as measured by member utilization data

## Enhance TA, Tools, and Curriculum to members

### Our Aim

BfWA will engage members of the Alliance in creating BfWA tools to enhance capacity and impact.

BfWA will innovate the toolkit to be more human-centered, tech-enabled, and useful in the day-to-day work of practitioners.

### Our Goals:

- By 4/1/24, 50% of member organizations are engaged in working groups to develop at least one tool. Each working group is made up of 2 or more member organizations as measured by working group reports
- By 4/1/25, we will develop metrics to evaluate the effectiveness of tools and evaluation protocols by engaging entrepreneurs, practitioners, trainers, and other stakeholders as measured by evaluation artifacts

- By 4/1/24 (or the Spring Convening), we will produce one tool per pillar (4 new tools) as measured by the tangible deliverable: i.e., digital training, lender toolkit, POD program, and TA assessment modules.
- By 10/1/25, we will develop and conduct training on verified tools as measured by participant registration
- By 10/1/26, we will evaluate the impact, proficiency growth, and effectiveness of the tools as measured by participant surveys