



# 2023-2025 Strategic Plan

PUBLISHED FALL 2022

[FUTUREBLACKFEMALE.COM](https://futureblackfemale.com)

[@FBLACKFEMALE](https://twitter.com/fblackfemale)



# Our Areas Of Priority

1

Partner with groups for funding and resources and with those already doing relevant work

2

Communicate to reach more Black Female Youth across Canada and find new ways to support our target population

3

Strengthen programming to serve and empower more Black Female Youth

4

Advocate for the needs and voices of Black Female Youth

5

Nurture and grow past and future connections and relationships touched by Future Black Female

## PRIORITY AREA 1

Partner with groups for funding and resources and with those already doing relevant work

Objective A: Diversify funding for Future Black Female from current status to include more sustainable and local sources

Objective B: Secure charitable status

Objective C: Increase number and types of partnerships from current status

<div> <div>PRIORITY AREA 1</div> <div>Objective A</div> </div>	<div> <div>Diversify funding for Future Black Female from current status to include more sustainable and local sources</div> </div>			
SOURCES AS OF AUGUST 2022	Baseline 2022	2023 Target	2024 Target	2025 Target
Government Funding	\$172.5k	\$188k	\$204k	\$222k
Grants from Foundations/ Organizations	\$109.2k	\$199k	\$129k	\$141k
University Funding	\$25.5k	\$27k	\$29k	\$32k
Donations	\$1k	\$1.5k	\$1.6k	\$1.8k
Fundraising (includes events)	\$1.6k	\$2k	\$2.2k	\$2.4k
Total	\$309.8k	\$337.5k	\$365.8k	\$399.2k

PRIORITY AREA 1  
Objective B

## Secure charitable status

2023

Status secured

➤ BASELINE 2022

In process of securing,  
Charitable status  
submitted

PRIORITY AREA 1  
Objective C

Increase number and types of partnerships from current status

2025



5 NEW, 20 PARTNERS TOTAL

2024



5 NEW, 15 PARTNERS TOTAL

2023

Charitable status  
secured

➤ BASELINE 2022

Currently, 4 Memorandums  
of Understanding (MOUs)  
signed with partners

## PRIORITY AREA 2

# Communicate to reach more Black Female Youth across Canada and find new ways to support our target population

Objective A: Enhance media prominence, including social media and traditional media, from our current status

Objective B: Increase the number of events attended by Future Black Female, hosted by others

Objective C: Create a communications plan to reach key stakeholders

<div> <div>PRIORITY AREA 2</div> <div>Objective A</div> </div>			Enhance media prominence including social media and traditional media from current status		
	Yearly Numbers as of Aug 2022		2023 +15% Target	2024 +15% Target	2025 Target
Facebook	ENGAGEMENT	8.5K	9.7K	11.1K	12.7K
	FOLLOWERS	2.9K	3.3K	3.7K	4.2K
	POST FREQUENCY	61	70	80	92
Instagram	ENGAGEMENT	13.81%	15.88%	18.26%	20.99%
	FOLLOWERS	685	787	905	1,040
	POST FREQUENCY	179	205	235	270
LinkedIn	PAGE VISITS	1,563	1,797	2,066	2,375
	UNIQUE VISITORS	646	742	853	980
	CUSTOM CLICKS	90	103	118	135
	FOLLOWERS	1,516 (+514)	1,743 (+591)	2,004 (+679)	2,304 (+780)
	POST FREQUENCY	2.9K	227	261	300
Twitter	ENGAGEMENT	218	250	287	330
	FOLLOWERS	100 (+43)	115 (+49)	132 (56)	151 (+64)
	POST FREQUENCY	213	244	280	322
TikTok	RECENTLY LAUNCHED		INCREASE ENGAGEMENT	INCREASE ENGAGEMENT	INCREASE ENGAGEMENT



PRIORITY AREA 2  
Objective B

Increase the number of events attended by Future Black Female, hosted by others

2025



20 TOTAL

2024



15 TOTAL

2023



10 TOTAL

► BASELINE 2022



PRIORITY AREA 2  
Objective C

Create a communications plan to reach key stakeholders

2025

Revise as needed

2024

Revise as needed

2023

Create/Complete  
communications plan

► BASELINE 2022

No Current Plan

## PRIORITY AREA 3

# Strengthen programming to serve and empower more Black Female Youth

Objective A: Pilot, expand and scale up more programs to serve more participants



PRIORITY AREA 3  
Objective A

## Pilot, expand and scale up more programs to serve more participants

2025

+250

250 NEW TOTAL OF 1,000

2024

+250

250 NEW, TOTAL OF 750

2023

0 new\*, total of  
500 women served

➤ BASELINE 2022

500 young Black women  
served in 2022

\*Rationale for no increase in 2023 is that as Future Black Female shifts services from primarily virtual delivery to in-person, we will increase in-person numbers and potentially decrease those served virtually.)

## PRIORITY AREA 4

# Advocate for the needs and voices of Black Female Youth

Objective A: Enhance relationships and educate broad-gauged service organizations or government about the unique needs of young Black women



PRIORITY AREA 4  
Objective a

Enhance relationships and educate broad-gauged service organizations or government about the unique needs of young Black women

2025



4 NEW, TOTAL OF 22

2024



3 NEW, TOTAL OF 18

2023



3 NEW, TOTAL OF 15

➤ BASELINE 2022

12 presentations, guest speaking opportunities, participation in committees this year by Future Black Female team



## PRIORITY AREA 5

# Nurture and grow past and future connections and relationships touched by Future Black Female

**Objective A:** Manage relationship development process, identifying entry points for Future Black Female contacts and moving them to closer relationships and commitment to become “Friends of Future Black Female”



<p>PRIORITY AREA 5</p> <p>Objective A</p>	<p>Manage relationship development process, identifying entry points for Future Black Female contacts and moving them to closer relationships and commitment to become “Friends of Future Black Female”</p> <p>Currently, relationships have not been categorized into levels nor tracked. Relationships will be defined by either “Donor” or “Volunteer.”</p>	
<p>LEVELS</p>	<p>Donor Objectives</p>	<p>Volunteer Objectives</p>
<p>1</p>	<p>Single point of contact with FBF</p>	<p>Single point of contact with FBF</p>
<p>2</p>	<p>Participant in program or event</p>	<p>One-time volunteer</p>
<p>3</p>	<p>One-time donor</p>	<p>Ongoing volunteer or event Chair</p>
<p>4</p>	<p>Monthly or annual donor</p>	<p>Board director</p>



<div>PRIORITY AREA 5</div> <div>Objective A</div> <div>Continued</div>	<div>Manage relationship development process, identifying entry points for Future Black Female contacts and moving them to closer relationships and commitment to become “Friends of Future Black Female”</div> <div>Currently, relationships have not been categorized into levels nor tracked. Relationships will be defined by either “Donor” or “Volunteer.”</div>				
		Baseline 2022	2023 Target	2024 Target	2025 Target
	Contacts Categorized	0	100%	100%	100%
	Levels of Contact Defined	Completed	100%	-	-
	Movement from Level 1 to 2	0	10%	15%	20%
	Movement from Level 2 to 3	0	20%	25%	30%
	Movement from Level 3 to 4	0	30%	40%	50%
Maintenance of Level 4 contacts	0	100%	100%	100%	



PRIVILEGING  
BLACK GIRLS  
AND WOMEN



PRIVILÉGIER LES  
FILLES ET LES  
FEMMES NOIRES