

MISSION

Create and support one-to-one mentoring relationships that ignite the power and promise of youth.

(Please note the current BBBSA-approved mission statement does not yet reflect the local and national shift toward a 1:1 Plus model that is outlined throughout much of this strategic plan. We anticipate this being addressed by the national office as part of their new strategic plan, which also outlines 1:1 Plus as a priority, and we will revise this plan when an updated mission statement is created at the national level.)

VISION

Our vision is to create a future where all youth have the opportunity to unlock their full potential and build a successful and fulfilling life. Through our sustained commitment to quality outcomes and our dedication to growth and innovation, we aim to make a lasting and meaningful difference in the lives of young people in our community. We are committed to expanding our reach and impact by growing the number of youth served in our programs. This growth will be achieved through our ongoing commitment to proven service delivery methods and youth protection while embracing innovative strategies and approaches.



2026 STRATEGIC OUTCOMES

While this strategic plan outlines a number of focus areas and strategies that BBBSM will address over the next three years, they are all in service of two overriding strategic outcomes. These outcomes define BBBSM's commitment to maintaining and enhancing the Community-Based Mentoring program, growing MentorU, and innovating through new programs, such as Big Futures, while upholding the agency's commitment to quality outcomes and youth protection.

- 1. Sustain the quality outcomes achieved for youth through our mentoring programs while ensuring that programs are reaching the youth that need us the most.**
- 2. Grow the number of total youth served in our programs through ongoing commitment to proven service delivery methods as well as innovative ways of reaching additional youth and mentors.**



STRATEGIC FOCUS AREAS



To achieve the core outcomes identified above, BBBSM will align around the following five strategic focus areas:

1. Build on proven practices in service delivery and youth protection while exploring innovative methods of reaching, engaging, and retaining additional youth and mentors to increase the number of youth served with quality across the Midlands.
2. Understand the "customer" journey from inquiry to re-engagement to increase yield and retention for all individuals resulting in more engaged youth, families, supporters, volunteers, and partners and higher rates of ongoing engagement including a vibrant alumni program.
3. Expand marketing, communications, and targeted community engagement to increase partnership development and recruitment that makes BBBSM the "go-to" youth serving organization in the greater Omaha area.
4. Ensure revenue sustainability and growth to support achievement of the strategic plan through innovation in raising annual operating funds and creating long-term investment opportunities.
5. Provide BBBS staff and other key stakeholders with the most critical and relevant environment and resources to allow high-level achievement of strategic outcomes.



These strategic focus areas each incorporate three key success drivers that are core to how BBBSM approaches our work.

- **Agency-Wide Commitment to JEDI:** Justice, Equity, Diversity, and Inclusion (JEDI) values are core to the agency as a whole and it will be imperative to integrate across the implementation of each of the strategic focus areas.
- **Dedication to Youth Protection while Pursuing Innovative Solutions:** BBBSM has seen incredible success in achieving quality outcomes for a growing number of youth and remains first and foremost dedicated to child safety and youth protection. However, there is acknowledgement that changes in workplaces, families, and communities will require ongoing innovation to ensure BBBSM remains relevant and poised for ongoing growth. This commitment to innovation will need to address both systems and culture. Systems changes that incorporate new technologies and ways of doing things. And culture shifts that encourage taking risks knowing that "failing forward" is not only a reality, but an opportunity for continued growth and learning.
- **Supporting a Strong Internal Team:** A considerable part of BBBSM's success is centered around our people, particularly those closest to the agency – the staff and the board. Maintaining and building the culture and systems that support and motivate these two groups as well as identifying the specific roles each play is vital to the achievement of the strategic plan.

