



PARTNERING FOR PROGRESS

Partnering for Progress Strategic Plan: 2019 - 2023

Our Mission -

P4P builds relationships with villages in Kenya's Kopanga region to help them create flourishing communities by improving their quality of life in the areas most important to them.

Who We Are -

Founded in 2007 by a small group of medical volunteers, Partnering for Progress is a Spokane, WA based 501(c) 3 nonprofit organization dedicated to ensuring access to health care, sanitation, clean water and educational opportunities in rural Kenya.

Our Programs -

- **Health** - Partnering for Progress medical teams travel to Africa biannually to deliver medical and dental care, train health care providers and educate local residents about the importance of good health habits, clean drinking water and proper waste disposal. Our Power of Milk program tracks and treats malnourished infants.
- **Education** - Because primary and secondary school is not without cost in Kenya, millions of children are deprived of education. Working with local educators, Partnering for Progress identifies quality candidates and awards scholarships to enable young people to complete their high school education.
- **Economic Development** - Poverty is the root cause of many health, education, sanitation and clean water challenges. Forty-two percent of Kenyans live in poverty, and in the Kopanga/Giribe area where Partnering for Progress works, the situation is even more desperate with many families subsisting on \$1 a day. P4P is working with the community to promote economic progress and help families out of poverty. Our strategies are diverse and include training, pilot projects and a matching funds program which enables families to purchase goats which they raise, breed and sell for profit.
- **Water** - It is impossible to tackle the root causes of many debilitating diseases without sources of clean water. Most rural villages are forced to rely on questionable water supplies. Partnering for Progress helps those communities install or establish cisterns and wells that create sources of safe drinking water.



Strategy #1: All P4P programs will be self-sustaining by 2023

Objectives	<ul style="list-style-type: none"> • Create a Social Enterprise or Income Generating Activity in Kenya • Develop an Organization Wide Exit Strategy
Goals	<ul style="list-style-type: none"> • Establish an advisory council made up of Kopanga/Giribe representatives from a variety of professions who will recommend to the P4P Board the Social Enterprise or Income Generating Activity ideas most suitable for implementation. • By 2023, the Board, with help from committee chairs, will create an exit plan budget allowing P4P to disengage from current activities in Kopanga.

Strategy #2: Improve P4P's internal governance structure

Objectives	<ul style="list-style-type: none"> • Identify long-term structural needs of the organization, given plans to decrease Kopanga programs • Restructure committee interaction and put tools in place to increase clarity of roles and effective recruitment
Goals	<ul style="list-style-type: none"> • By the end of 2019, P4P committees will be restructured to optimize program communication and integration. • By the end of 2019, clear job responsibilities at the Board, Committee, and Staff levels will be defined with specific limits of authority that allow clear performance goals/ indicators. • Hire a part-time development specialist by 2020, who will oversee P4P's fundraising activities.



Strategy #3: Increase community ownership & Kenyan involvement in P4P programs

Objectives	<ul style="list-style-type: none"> • Prepare Kopanga/Giribe community for P4P's transition to sustainable programming • Reduce dependence on P4P's USA leadership of programs in Kopanga/Giribe
Goals	<ul style="list-style-type: none"> • In 2019, The Board in partnership with the Communications Committee will explore opportunities to increase promotion of P4P utilizing Social Media, expat websites, and potential service clubs within Kenya to promote P4P and our projects.

Strategy #4: Increase and diversify funding

Objectives	<ul style="list-style-type: none"> • Implement a new messaging approach • increase awareness of P4P in the Greater Spokane Area and beyond • Increase engagement, donations, and staff efficiency through detailed donor tracking and strategic messaging
Goals	<ul style="list-style-type: none"> • By January 2019, the communication committee will begin creating an integrated marketing campaign with a focus on growing our donor base and increasing P4P's brand recognition in the Greater Spokane Area. • Under the Fundraising Committee's leadership, Staff and members of the Board and Communication Committee will develop a written plan in 2019 to implement steps that will maximize P4P's Salsa investment.

