

ParentChild+ FY25 Summary: Outcomes from the Advancement Department

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July 2024 – June 2025 – Ongoing Work + Accomplishments

Introduction

The Advancement Team has had the privilege of engaging deeply with the organization's mission, teams, and partners to help strengthen infrastructure, strategy, culture, and visibility. The following is a summary of the work we've led and supported in alignment with ParentChild+'s long-term goals: advancing equity in early childhood education, building internal sustainability, and laying the foundation for intentional, scalable growth.

Executive Summary

What you will see below is a compilation of the foundational work – mostly strategic and operational – that was needed to position the team and the organization to develop and implement a Philanthropic strategy in FY26. Goals to transition to more flexible and stable revenue generation require operational structures as well as a story of a business plan. PC+ has done well sharing the stories of our families and our communities. While this is VERY compelling, it has also positioned us to steward funders that require very specific programmatic spending from their investments. By building the narrative of the business case (through many of the exercises outlined below), we are better positioned to tell the story of why PC+ is a good investment as a business as well – and tie outcomes to that. The things required to create this narrative had to be created and include but are not limited to Theory of Change, Growth Strategy, Infrastructure needs, segmented budgets based on program and region, Fundraising infrastructure, visibility through Marketing + Communications, etc.

Strategic Vision & Planning

- **Developed a Three-Phase Growth Vision:**
 1. Foundation-building (FY25)
 2. Targeted growth (FY26–FY28)
 3. Exponential expansion (FY29 and beyond) with built-in annual review and iteration
- **Created a National Growth Strategy:**
 - Plan for FY26
 - Strategy and tactical workflow for FY27 + FY28
 - Aligned to mission, capacity, and funding strategies—anchoring us in identified priority markets (e.g., PA and CA) while minimizing opportunistic expansion
- **Identified Need for a Collaborative Theory of Change Process:**
 - Launched + Facilitated by Research + Evaluation, engaging voices across departments to define our long-term impact narrative and sharpen internal alignment
- **Established Annual Goal-Setting Structure, Timeline + Process:**

- Linking departmental goals to the strategic plan and embedding accountability organization-wide
- Instituted quarterly performance review process with Advancement Team in preparation for standardized staff review process linking goals and accomplishments
- Proposed moving to a performance compensation structure linked to annual goals set by each team member to Executive Team

Fundraising Strategy & Team Infrastructure

- **Built High-Functioning Advancement Team:**
 - Through a collaborative vision-setting process, trust-building, and thoughtful delegation, resulting in a team now operating with agency, clarity, and shared ownership
 - Defined Development + Marketing Teams with aligned goals, strategies, and accountability
 - Added two staff members: Tanya Ellis, Director of Marketing + Communications and Corinne Williams, Sr. Manager Government Affairs
- **Implement a Sales and Relationship-Based Fundraising Model:**
 - Transformed the CRM from archival to proactive sales tool
 - Enabling pipeline forecasting, performance tracking, and targeted prospecting
 - Focused donor segmentation, cultivation, retention, and long-game strategy—leading to increased unrestricted giving
 - Creation of Relationship Manager roles on fundraising team
- **Created FY26–28 Growth Cost Projections:**
 - To guide funder conversations and demonstrate our readiness to scale with the right investment
- **Led Fundraising + Visibility Support Engagement with Deloitte Monitor:**
 - Needs based RFP development to address fundraising operations/opportunities at National Center, Philadelphia, + Bay Area. Includes public + private funding streams (Required and paid for by a grant from Pew, with additional funding from Tipping Point)
- **Led Board level personalized engagement strategy discussions**
 - Prevent over ask of Board Members
 - Project FY26 Board Level Fundraising
- **Marketing, Visibility & Campaign Readiness**
 - Brand visibility – Strategy
 - Phased Marketing + Communications strategy and plans
 - Fundraising and brand-building CEO Legacy + 60th Campaign
 - Language creation for forward-looking growth pitches
 - Hill Day Advocacy Engagement
 - State by State One Pagers for Hill Day

Operational Strength & Budget Alignment

- **Elevated Budget as a Strategic Tool:**
 - Shifted from viewing budgets as cost-containment documents to tools for investing in infrastructure, staff sustainability, and growth
 - Identified need for and worked with NCheung + Finance Team on development of standardized budgets for funder use beyond the organizational budget:
 - Program
 - State
- **Enhanced Cost Efficiency Across Systems:**
 - Phasing(ed) out a costly and underutilized CRM, replacing it with a lower-cost, higher-functioning system. (Financial gain realized in FY27)
 - Transitioned team file management to SharePoint, in preparation for an eventual move off server and improving collaboration across teams. (Financial gain realized TBD)
- **Outlined a 4–5 Year Staffing (Growth) Plan + Budget to grow National Center capacity:**
 - In alignment with our growth strategy and avoid mission dilution
 - Attract funders for unrestrictive investments
 - Tell the story of PC+ sustainability and growth
 - Add roles at National Center to support sustainability and growth in volume served
- **Identified need for and collaborated with CEO on creation of standardized State Director roles**
 - Clarity across departments on workflows, responsibilities, and where to plug-in support

Organizational Culture & Leadership Development

- **Strengthened Culture of Trust, Equity, and Accountability:**
 - Regular meetings with focused agendas for Senior Leadership and Executive Teams
 - Encouraged feedback loops within the Executive Team
 - Shifted management culture from team oversight to empowerment
- **Modeled Self-Awareness and Adaptive Leadership:**
 - Acknowledged personal growth areas (e.g., urgency vs. patience) and built complementary leadership around those gaps
 - Invited staff to give real-time feedback and modeled reflective, human-centered leadership

Closing Reflection

The past year has been about building structure, clarity, and alignment—so we can move forward with boldness and sustainability. We have a stronger foundation in place for ParentChild+ to pursue mission-aligned growth that is intentional, equitable, and scalable.