



## Strategic Plan 2021-2023

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### **Background**

MENTOR California is an Affiliate of MENTOR: The National Mentoring Partnership, the unifying champion of youth mentoring across the United States. MENTOR California has a mission to increase both the quality and quantity of youth mentoring in California and close the mentoring gap for the one in three youth growing up without a mentor outside of their family. MENTOR California achieves this by elevating the mentoring field by providing training and technical assistance to mentoring programs, leading statewide recruitment efforts, advocating for increased local, state and federal investment in mentoring, leading research on the youth mentoring field, and fostering collaborations to transform systems. MENTOR California was founded in 2020 following a funded feasibility period facilitated by MENTOR and seeks to build on a long history of commitment to and capacity building for mentoring in the state of California.

### **Vision**

Every young person in California has the supportive relationships they need to grow and develop into thriving, productive and engaged adults.

### **Mission**

MENTOR California's mission is to fuel the quality and quantity of mentoring relationships for California's young people and to close the mentoring gap.

### **Values**

- We are guided by ***inclusivity***: We adopt a human-centric focus in everything we do, with young people at the core.
- We are guided by ***love***: We exercise empathy and respect, prioritizing relationships and centering equity in our decision-making.
- We are guided by ***self-care***: We honor and pay attention to our (shared) humanity to bring our best selves in our work with others.
- We are guided by ***transparency***: We build trust through clarity of our vision and mission.

### **Strategic Priorities and Goals**

1. **Increase quality and quantity of mentoring in partnership with mentoring programs**
  - a. Build the state's mentor base by an increase of 1000 mentors through mentor recruitment strategies.
  - b. Deliver regional training and technical assistance for mentoring programs and mentors with an equity lens and customized to key contexts to support the adoption of best practices.
  - c. Create a definition of mentoring, including the various types of mentoring, in partnership with mentoring programs, and achieve statewide agreement.
  - d. Pilot a program quality self-diagnostic tool for mentoring programs.

- 2. Develop key partnerships across the state to raise awareness and standing of mentoring**
  - a. Build partnerships with California's K-12 system to deepen school based mentoring programs and to support everyday mentors.
  - b. Create a coalition to advocate for the inclusion of mentoring in the definition of public health as a strategy to address physical and emotional health.
  - c. Deeply engage the growing corporate mentoring program field through training opportunities.
  - d. Design a marketing and communications plan to elevate the awareness of the impact of mentoring and to inform and activate stakeholders.
  
- 3. Collect data on mentoring landscape**
  - a. Design a data collection system.
  - b. Release a State of Mentoring report on the quality and quantity of mentoring in California.
  
- 4. Raise adequate revenue from diverse sources**
  - a. Funding pipeline ensures full budget is raised each year for three years from diverse sources and generates a 6 month operating reserve.
  - b. Through partnerships with the mentoring programs, the NBA and other corporations, we will build out year to year marketing strategy to recruit mentors.
  - c. Prioritize funding opportunities and capacity building supports that offer immediate benefit to mentoring organizations, particularly in areas where no supports exist.
  
- 5. Establish organizational health, sustainability, and competency**
  - a. Adopt partnerships with existing mentoring capacity building organizations/coalitions to achieve geographic coverage.
  - b. Create a three year staffing plan with minimum representation in the north and south.
  - c. Establish a board recruitment and onboarding process.