

Overview: People, Words & Change Strategic Plan 2025-2028

Vision	Transforming lives by advancing literacy
Mission	Provide adults with individualized literacy tutoring essential for learning, working, and living
Values	Respectful, Inclusive, Adaptable, Caring, and Committed

Strategic Priority	Program Enhancement	Funding Growth and Stability	Governance	Outreach and Awareness
Success Outcomes	<ul style="list-style-type: none"> • Number of reading and writing learners increased by 20% per year for the next three years • Percentage of tutors engaged to support PWC programming at 75% • A roadmap for improved resources and tools developed • Program offerings and client base diversified 	<ul style="list-style-type: none"> • Donation funding increased by 25% per year • Number of regular donors (monthly or annual) increased by five per year • Funding opportunities (e.g., grants) identified for projects to meet Strategic Plan priorities 	<ul style="list-style-type: none"> • Roles and responsibilities for individuals and committees defined • Bylaws and Policy Manual updated • Board meetings reformatted • Board Orientation Package 	<ul style="list-style-type: none"> • Community champions, allies and employers identified and engaged • Additional annual community awareness event created • Media coverage of PWC increased • New outreach and communication tools developed