



EVERY STUDENT A WRITER



826NYC'S 2023-2027 STRATEGIC PLAN

WRITING A NEW PATH

Creative writing transforms lives. 826NYC's evaluations consistently demonstrate that our after-school and school-day programs improve social-emotional competencies, including confidence, empathy, self-reflection, persistence and self-fulfillment, that are proven to contribute to future success. Our writing programs build practical skills, developing mechanics, structure, creativity, and voice, all essential for academic and professional success.

Creative writing transforms communities. The young people of New York City are authors with important things to share. Whether on our publications, website, social media, or partnerships with artists like Jenny Holzer or organizations like The Color Factory, we are lifting up the voice of imaginative and impassioned young people and celebrating what they have to share with their communities.

Creative writing is transformative. Period. It is an art, though unlike performing or visual arts, it does not have its own class in schools. But like those forms, creative writing provides an avenue for unlocking the imagination and giving shape to new ideas. Along the way we learn something about ourselves and one another that we might not otherwise.

At 826NYC we believe every young person should have access to high quality writing programs because we believe every young person can write their future.

The 826NYC board and staff have created an ambitious strategic plan that charts a course to increase the number of our school and community-based partnership programs throughout the five boroughs. During the school day and after-school, we will collaborate with educators and administrators to bring 826NYC's high quality creative writing programs to students throughout the city.

Our growth is supported across multiple revenue streams with scalable staffing. We'll partner with educators in dozens of schools annually to add creative projects to existing English Language Arts curriculum. We'll lead after-school writing workshops and teen writing clubs in Queens, the Bronx, and beyond. Books, plays, web sites, and films will be created, celebrated, and shared.

The Brooklyn Superhero Supply Co and our Youth Writing Center will remain our anchor. A testing ground for new curriculum and programs as well as a place for students, volunteers, board members, and the community at large to gather and celebrate the work of our young authors.

We look forward to sharing our progress with you in the coming months and years ahead. We'll be celebrating our 20th Anniversary in 2024, and together we'll toast the talented young people who have helped shape 826NYC into a beloved institution.

PRIORITY 1

Serve more students by expanding programmatic partnerships with schools and large community-based organizations

826NYC currently provides writing programs to more than a dozen school partners each year. In five years we will provide programs to more than 30 schools annually. We'll start by hiring a Partnership Manager to establish new relationships with schools and community-based organizations and build our cohort of teaching artists. We'll also establish partnerships in New Jersey, Long Island, and upstate New York to provide workshops and publishing programs to young authors outside the five boroughs.

CURRENT PARTNERS

- **Gotham Professional Arts Academy**
Prospect Heights, Brooklyn
- **High School of Fashion Industries**
Chelsea, Manhattan
- **Uncommon Charter High School**
Crown Heights, Brooklyn
- **Young Men's Eagle Academy II**
Bed-Stuy, Brooklyn
- **Parkside Preparatory Academy**
Prospect Lefferts Gardens, Brooklyn
- **M.S. 131**
Chinatown, Manhattan
- **M.S. 328**
Washington Heights, Manhattan
- **P.S. 8**
Jerome Park, Bronx
- **P.S. 19**
Corona, Queens
- **Bronx Academy for Software Engineering**
Belmont, Bronx
- **Academy for Young Writers**
East New York, Brooklyn
- **P.S. 316**
Prospect Heights, Brooklyn
- **Passages Academy**
Belmont, Brooklyn
- **Urban Assembly Gateway School for Technology**
Hell's Kitchen, Manhattan
- **Fannie Lou Hamer Freedom High School**
Morrisania, Bronx



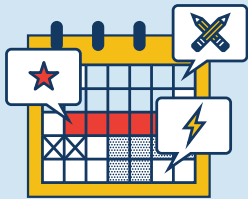
PRIORITY 2

Deepen our Current Work

As we expand our partnerships program, we will deepen the work at our Youth Writing Center and with current partners.



We'll develop programs for the Winter and Spring breaks and build a personal statement program for high school seniors applying to college.



We will also offer school partners extended day programs so that students can experience 826NYC's writing opportunities in their classrooms after-school.

Hope

BY NOAH XIA, AGE 9

Hope is like a fire,
warming us
in our hearts.
Hope is summer,
cheerfully telling us
We can do this, we can go on.
Hope is like that little sparkle
that shines
even when it's dark.

PRIORITY 3

Execute on our Revenue Model and Improve Operations

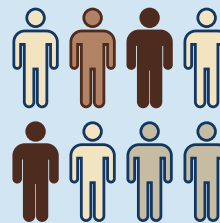
Our programmatic growth will be supported by a mix of earned and unearned income. While support from foundation and government funders remains important, we'll make new investments in growing our corporate and individual giving as we expand our footprint and engage with new supporters.



We will lean into our 20th anniversary in 2024 to lift up student writing, re-engage with past supporters, and expand our community.



To sustain these efforts we'll add communications support, along with additional operations and fundraising help.



Growth cannot come at the expense of diversity, work-life balance, or stability. As we move forward we'll continue to improve staff salaries, ensure we are recruiting a diverse staff, volunteer, and board cohort, and that we are thinking holistically about our resources.

HOW WE MOVE FORWARD

We move forward as a community of authors, volunteers, staff, board, and supporters. To realize our plan we will need all of our community behind us, lifting up the voices of our young authors, and advocating for our work. If you are interested in learning more about our plans and how you can support our efforts please contact our Executive Director, Joshua Mandelbaum at joshua@826nyc.org.

Ways to be involved:

- 1 BECOME AN EDUCATION PARTNER.**
Help us reach more young authors by bringing 826NYC's in-school and extended-day school programs to your community.
- 2 BECOME A CORPORATE PARTNER.**
Our work has been advanced by amazing partnerships with companies like Warby Parker, Athletics, CBX, and Cerberus Capital Management who provide financial and in-kind support to our programs and capacity-building initiatives. We will need more partners if we're going to provide every NYC student with the opportunity to write the future.
- 3 BECOME A DONOR.**
We need individuals who believe in the power of writing to support our programs financially. Our institutional and individual supporters are the reason our work is possible.
- 4 VOLUNTEER.**
Our programs depend on a diverse and active cohort of volunteers who support small group work during programs and assist with book publication.



826NYC.ORG