

TEEN KICK  
STRATEGIC PLAN  
2022



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# A Chat with Coach K

## Founder & Executive Director



Since the initiation of Teen KICK just a few short years ago, we've seen an impact greater than we could ever imagine. This organization was truly created to fulfill the needs asked by the teen participants of a life group that grew beyond my personal expectation. After partnership with public and alternative schools, as well as hosting multiple 6 week enrichment and conferences, the stats of increased confidence and decreased delinquency have been amazing.

Statistics of teens who've participated in Teen KICK enrichment programs are as follows:

- 82% decrease in depression
- 84% improve in academic and athletic performance
- 67% become first generation college students
- 77% decrease negative social media engagement
- 89% stop delinquent behavior
- 88% consistently participate in community outreach
- 89% become more physically active
- 93% of teens improve overall communication

Although our impact has been what some may seem monumental, the rising statistics in teen suicide and depression shares we still have a lot of work to do. With suicide being the second leading cause of death among our teens and an average of 3,041 attempts being made daily among high school students nationally, we must advocate for their health and well-being. The future depends on our youth and unfortunately with the proposed education budget cut from our nations administration, we cannot rely on changes to be made from top down. In the words of Gandhi, we must create and become the change we wish to see. Our Annual Strategic Plan is a blueprint to how we will continue to lead, support, advocate, empower and ignite the future female generation through Teen KICK.



**Confidence**

## Executive Summary

Teen KICK was established as a 501(c)(3) organization in March of 2018 but initially acted as a ministry under Triumph Church since 2016.

The mission of our organization is focused on building confidence through positive mental, physical and feminine health. We equip teens with the tools to own their uniqueness, become call-focused, college-bound and community change agents. Our four-pronged purpose is as follows.

1. Know who you are by: promoting integrity and self-compassion.
2. Ignite the Confidence within by: fostering collaboration over comparison.
3. Compare NOT through facilitating positive social interaction and involvement in community and through social media.
4. Keep moving forward by dispelling stereotypes about underprivileged teen girls

## Vision

Unique, confident, self-compassionate teen girls that dare not to compare, and become call-focused, college bound and community change agents.

## Mission

Enrich, empower and ignite teen girls between the ages of 12-18 globally to own their individuality and walk boldly in confidence.

## Values

*We KICKstart Confident Living in Teen Girls*

- **Commitment to the Future Female Generation** Because the future depends on them
- **Inclusion** Every teen girl is welcomed here. No judgment accepted.
- **Impact Immediately** We leave each teen girl better than we found them
- **Collaboration over competition** Because we are stronger together than we are apart.
- **Excellence.** We serve, educate, and empower with excellence because it's the best way to things!







# OUR GUIDING PRINCIPLES

- Every** girl matters.
- Create an environment that focus on **health, healing** and **wholeness** for confident living.
- Teach. Learn. Repeat.** Empower both staff and students to be information literacy connoisseurs.
- Secure the relationship** then train them forward.





# OUR STRATEGIC PLAN

Defines our global role and responsibility not only to the teens we serve but as stewards of our donors investments.

# OUR OPERATING PLAN

Works in alignment with the Strategic Plan through both short-term and long-term goals.

## GOALS

With suicide rates “reaching it’s highest points in 40 years,” and teen depression increasing by 37% in less than 10 years, our goal at Teen KICK is to kickstart confident living . We dare to lead the way with innovative ways to promote positive mental and physical health among teen girls all while bringing awareness to under-discussed issues they faced.

## OBJECTIVES

Provide measurable increase in confidence, self-compassion, and self-worth through monthly enrichment meetings, retreats, summit and mission trips

Empower teens who have not only suffered with depression and or suicidal thoughts but also as a preventative measure, the tools to increase good mental health and tools to learn how to effectively manage stress.

Provide education on being called focused and college prepared that would increase scholarship recipients and college enrollment due to TK Participation.

Impact teens to become community change agents through our commitment pledge to give back and pay it forward.





# Mental Health

TEEN KICK  
FORWARD MOVEMENT  
2025

# GLOBAL IMPACT

By 2025, Teen Kick will work in all US territories also expanding globally to empower and impact teen girls to kickstart confident living.

OUR  
MARKETS







# Teen Kick Strategic Plan for Moving Forward



## Increase Program Quality

Providing our tribe members with an authentic, increased quality experience is the goal for all programs. As we continue to teach, learn and repeat, we are able to develop programs that have a lasting impact. We must stay a student as we teach these teens because we always want to provide programs that meet the current needs.

We do this through:

- Program assessments that are followed up with accountability to implement
- Provide evidence based programs
- Provide quality training to the trainers in order to have proper implementation

## Expand Our Reach

As we provide increased program quality, the goal is to see incremental growth along with new implementation of programs. We will do this through consistent in-school and out of school program launches as well as maximizing collaborations and community partnerships globally.

We will expand our reach through:

- Tribe membership within schools
- Build partnerships with schools
- Expand reach virtually through online initiatives and collaborations

## Advocate for Youth Health (Mental & Physical)

To tackle the growing suicidal and depression rates among teens, we will advocate globally of the importance of mental and physical health educational programs in and out of schools. We will build our expertise on mental, physical and feminine health issues.

We will advocate for youth through:

- Building awareness the national campaigns
  - Increase government funding
- Create and sustain local and national partnerships to advocate for youth health

## Strengthen Organization

We will strengthen our organization through proper partnerships, leadership, staff and board members that believe in the mission of Teen KICK. Our goal is to expand to chapters and we must create, implement and initiate proper chapter on-boarding and training.

We will strengthen our organization through:

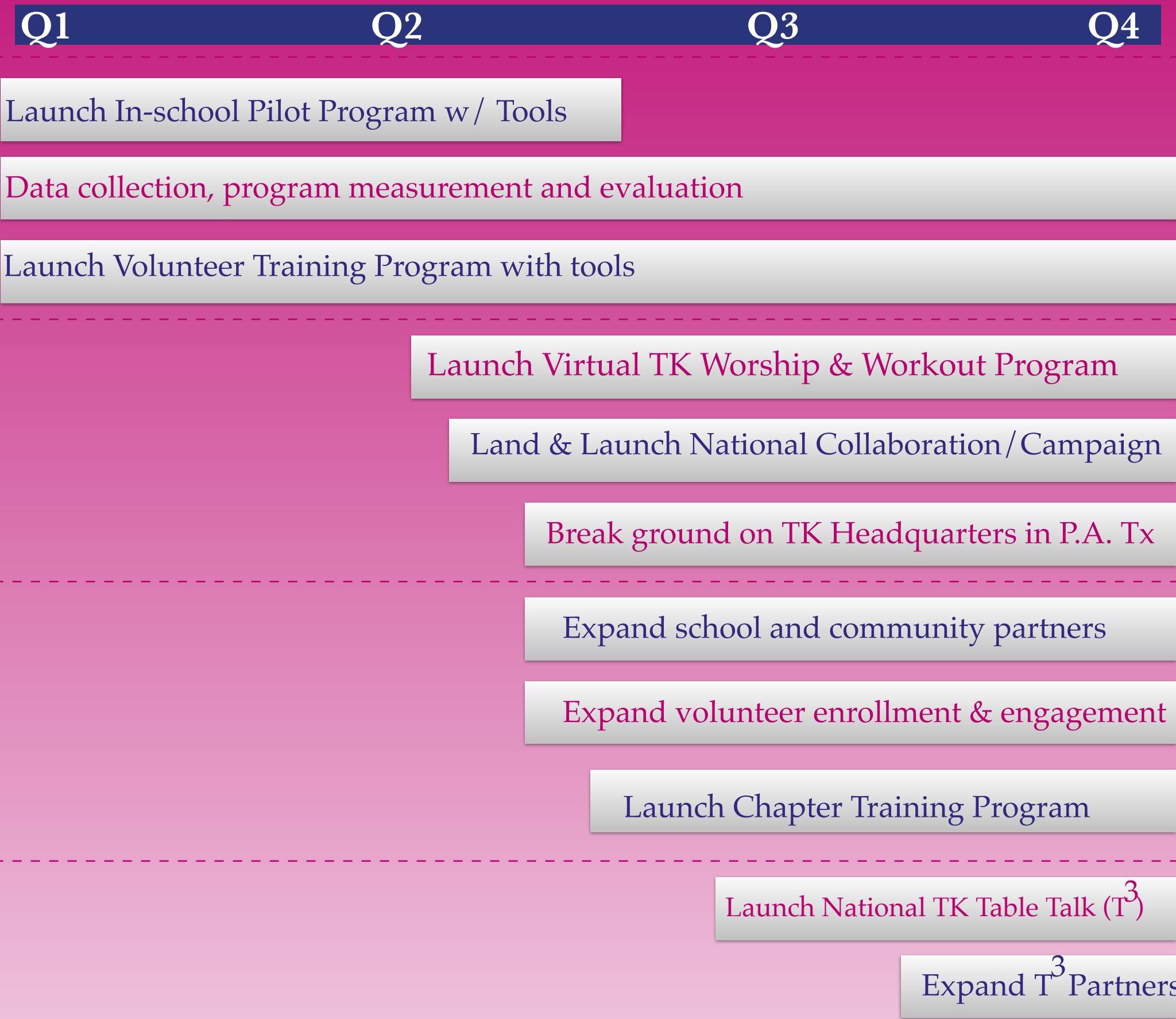
- Building effective organization model
- Cultivate the right professional and impactful board leadership
- Maintain proper alignment among strategic and operational plans.







# Planning TimelineOverview





# ANNUAL PROJECTED OPERATING BUDGET

Teen KICK  
Tax ID: 82-4649960

## REVENUE

Category	Budget
Annual Summit	\$12,000.00
Annual 5k Fundraiser	\$5,000.00
Annual Member Sponsorships	\$10,500.00
Board Contributions	\$1,200.00
Program Income	\$3,000.00
State Grant I	\$5,000.00
State Grant II	\$35,000.00
State Grant III	\$500,000.00
State Grant IV	\$250,000.00
Federal Grant I	\$10,000.00
Public Charitable Donations	\$375,000.00
Total Revenue	\$1,206,700.00

Total Revenue	\$1,206,700
Total Expenses	\$1,206,450
Excess Revenue over Expenses	\$250

## EXPENSES

Category	Budget
Advertising	\$7,500.00
Bank Charges (merchant services)	\$550.00
Professional Services & Contract Labor	\$13,500.00
Dues	\$1,000.00
Food and Beverages	\$1,500.00
Volunteer/Staff Appreciation	\$2,200.00
Insurance	Health Insurance \$20,000.00
	Dental Insurance \$1,700.00
	Workers Compensation \$5,000.00
	Liability Insurance \$700.00
	Officers Insurance \$1,000.00
Licenses and Permits	\$150.00
Mileage	\$2,000.00
Office Supplies	\$4,000.00
Postage and Delivery	\$1,500.00
Printing and Reproduction	\$5,000.00
Program Expenses	\$800,000.00
Rent	\$18,000.00
Repairs, Upgrades and Mainenance	\$3,150.00
Staff Salary, FICA, and Taxes	Executive Director \$110,000.00
	Finance/HR Director \$60,000.00
	Development Director \$52,000.00
	Program Director \$43,000.00
	Executive Assistant \$28,000.00
Payroll Service Fees	\$800.00
Telephone/Internet	\$3,000.00
Training:	Staff \$2,500.00
Board/Volunteers	\$1,000.00
Utilities	\$4,200.00
Website and new software (payroll)	\$3,500.00
Miscellaneous	\$10,000.00
Total Expenses	\$1,206,450.00

Board Approval:

Kisha Simmons - Executive Director  
Tiffany Ross - Board Member  
Ales Flood - Board Member  
Thira Simon - Board Member  
Jessie Jackson - Board Member  
Nichelle Thibodeaux - Board Member



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