



2023-2028 Strategic Plan Summary

Second Story is a nonprofit organization serving Northern Virginia for more than fifty years, offering programs and services at no cost to youth and their families. Programs include: Second Story for Teens in Crisis, Second Story for Homeless Youth, Second Story for Young Mothers, and Second Story in the Community.

Our Mission

To transform the lives of children, youth, and their families by providing safe havens and opportunities for them to grow and thrive. Our programs provide support at critical turning points in their lives.

Our Vision

A community in which all young people are safe, live in nurturing environments, and have opportunities to reach their full potentials.

To ensure Second Story can continue to effectively serve the community, we've adopted a strategic plan to serve as our roadmap from 2023 through 2028. The plan resulted from an extensive, methodical process, including leadership meetings, workforce listening sessions, Board interviews and focus groups, and consultations with partners and stakeholders. This plan will require significant coordination with state and local government officials and resources and will be measured against performance indicators to ensure effectiveness. Second Story looks forward to working with young people and the community to implement our strategic plan with the five goals and corresponding objectives listed below.

Goal 1: Provide safe havens to youth in crisis

- Objective 1.1: All youth served by Second Story feel welcome and safe, including LGBTQ+, Black, Indigenous, and people of color; and people with disabilities
- Objective 1.2: Increase access to safe shelter and housing
- Objective 1.3: Enhance and expand after-school, safe-haven opportunities

Goal 2: Strengthen community-based services

- Objective 2.1: Continue current family and community-based support resources
- Objective 2.2: Continue to be responsive to emerging community needs

Goal 3: Improve youth outcomes in education and employment

- Objective 3.1: Provide services to help youth achieve educational attainment

Goal 4: Maintain a best workplace and excellent service delivery

- Objective 4.1: Maintain an employee-focused culture
- Objective 4.2: Service delivery excellence through efficient operations

Goal 5: Secure sufficient resources, maintain a strong and active Board, and be a thought leader responding to emerging needs

- Objective 5.1: Increase annual funding raised and obtained
- Objective 5.2: Maintain a strong, diverse, and active Board
- Objective 5.3: Be a thought leader responding to emerging needs