



## **Prosperity Denver Fund 2025 – 2027 Strategic Plan Executive Summary**

*This document provides a high-level summary of Prosperity Denver Fund’s three-year strategic plan. A more comprehensive document, including tactics to deliver on each strategy, is available upon request.*

### **In the next three years Prosperity Denver Fund will:**

#### **Expand impact of taxpayer investments:**

- Through all programs (Collegiate, Credentials, and High School) increase:
  - ↑ Number of Denver residents pursuing post-secondary opportunities
  - ↑ Amount of scholarships/training awards
  - ↑ Amount of support services to facilitate graduation/completion
  - ↑ Number of supported organizations (SOs)
- Fully implement 2023 City Council update of ordinance
- Create a centralized resource for scholarships and support services available to Denver students
- Expend \$12.8 M in reserve funds within 3 years to achieve these goals

#### **Use data and stories to demonstrate Prosperity Denver Fund’s value, building toward reauthorization:**

- Compile and share data demonstrating how Prosperity Denver Fund both expands individual opportunity and builds the Denver economy
- Use communications strategies to amplify awareness of post-secondary opportunities and the work of our supported organizations

#### **Build and maintain internal systems to steward taxpayer investments efficiently and effectively:**

- Partner with Office of Children’s Affairs on quality assurance
- Implement data management solution to facilitate accuracy

#### **Overall goals:**

- Expand the reach and impact of all potential providers of post-secondary funding for Denver residents ages 14 - 30
- Demonstrate that students with degrees and credentials can stay in or return to the Denver Metro area, make a living wage, and give back to their communities
- Apply an equity lens to Prosperity Denver Fund’s role as convenor, capacity builder, funder, and facilitator; focus on historically disadvantaged/marginalized populations



<b>Expanding Impact</b>	<b>Strategies</b>
Collegiate Scholarships and Support Services	<ul style="list-style-type: none"> <li>• Reach out to increase number/capacity of SOs</li> <li>• Work with City Council to adjust ordinance language</li> <li>• Create connections between and among SOs to expand impact for Denver students</li> <li>• Create centralized resource for Denver students and families for scholarships, credentials, apprenticeships and high school and post-secondary support services</li> </ul>
Credentials and Apprenticeships	
High School Support Services	

**Expanding Impact Outcomes:**

- Increased number of Denver residents pursuing post-secondary opportunities
- Increased amount of support services available at both the high school and post-secondary level to facilitate graduation/completion
- Increased number of supported organizations (SOs)
- Reserve funds expended to prudent level

<b>Demonstrating Value</b>	<b>Strategies</b>
Data and Evaluation	<ul style="list-style-type: none"> <li>• Develop methodology to measure student and (Denver) community impact</li> <li>• Partner with SOs to develop clear picture of who is being served, where, and when</li> </ul>
Communication and Outreach	<ul style="list-style-type: none"> <li>• Invest in communications staff and strategies to support achieving all strategic plan goals with key target audiences</li> <li>• Amplify awareness of Prosperity Denver Fund</li> </ul>

**Demonstrating Value Outcomes:**

- Finalized theory of change with evaluation plan and all associated data gathering mechanisms
- Increased connection with target audiences, who become advocates for Prosperity Denver Fund in a variety of ways to support achievement of strategic plan goals

<b>Internal Systems</b>	<b>Strategies</b>
Data Management	<ul style="list-style-type: none"> <li>• Implement technology that allows for effective collection, tracking, and evaluation of data</li> </ul>
Operations and Financial Management	<ul style="list-style-type: none"> <li>• Ensure internal and external adherence with the ordinance, City contract, and internal policies</li> </ul>

**Internal Systems Outcomes:**

- New data system implemented and in use, building capacity for SOs
- Clean financial audits annually and positive feedback from City auditor’s office
- Financial structures in place to facilitate efficient and effective use of taxpayer resources