



STRATEGIC PLAN FY2024 - FY2026

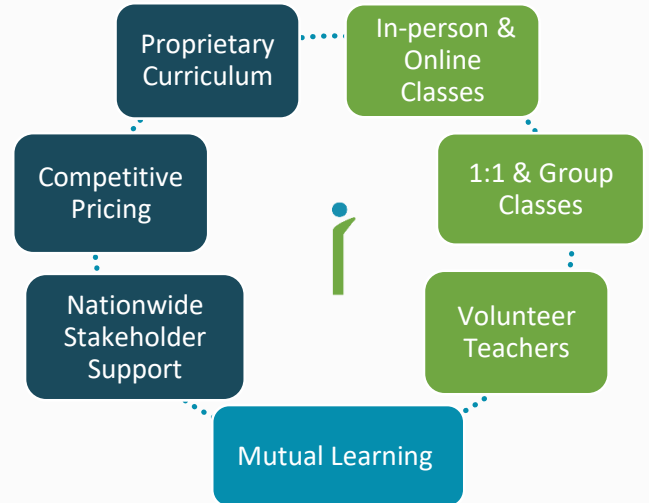
Teach English. Connect Communities. Change Lives.

Mission

Intercambio brings English learners and community volunteers together in language classes and gatherings to build skills, confidence, and life-changing connections.

Unmatched Potential

Our proprietary curriculum, nationwide sales of our materials, and history of running our own successful programs set us apart and are built on a foundation of continual, collaborative or mutual learning.



Strategic Plan 2024-26

Objective A: To be a pre-eminent nationwide provider of relationship-based, volunteer-led adult English language instruction

- Highlight strengths, opportunities, and evidence of Intercambio's theory of change
- Launch nationwide media and marketing strategies to increase awareness of Intercambio
- Establish the inaugural Intercambio Conference in Boulder County, Colorado

Objective B: To expand access to and use of Intercambio's products, programs, and services

- Enhance volunteer recruitment and retention strategy
- Create new local, regional, and national partnerships
- Share value proposition of local programs, Intercambio Network, and CC English (online instruction)

Objective C: To ensure integrated policies and processes for continuous improvement

- (Re)evaluate talent management and succession planning
- Revise promising practices, manuals, and structural improvements (e.g., technology)
- Pursue financial flexibility and sustainability

Key Result Dashboard	FY2022 Act.	FY2023 Act.	FY2024 Proj.
Total revenue	\$1,724,976	\$1,913,097	\$2,443,525
Fundraising (incl. in total revenue)	\$1,218,046	\$1,125,860	\$1,359,000
Boulder County Students & Teachers	639	693	762
CC English (online) Students & Teachers	297	266	427
Student Books Sold	21,021	35,600	49,500
Partner Organizations	464	615	810
Network Members	80	88	120