



**Long Term Goal:**

Camp Fire Alaska will increase the number of youth served through accessible, sustainable and quality programs with experiences that help youth thrive.

**Areas of Focus:**

- A. Camp Fire’s programs are affordable and accessible.  
Priorities:  
- Assess current programs for accessibility and affordability challenges and develop solutions.
- B. Camp Fire will develop sustainable program growth that follows best practices, meets recognized quality standards and helps youth thrive.  
Priorities:  
- Identify current and anticipated unmet youth development needs and assess related program growth.  
- Maintain and measure applicable standards for each Camp Fire program.  
- Continue to provide and enhance program content that allows youth to thrive.
- C. Camp Fire will develop a plan to increase Camp K’s sustainability, capacity and programs.  
Priorities:  
- Create program enhancements that will expand capacity and program experience.  
- Balance programs, revenues and costs to maximize fiscal sustainability.  
- Focus on infrastructure development.
- D. Camp Fire will increase public awareness and visibility about the organizations programs and impact.  
Priorities:  
- Grow new relationships and strengthen partnerships that allow Camp Fire to increase the number of youth served.  
- Promote awareness of the impact Camp Fire has on youth and families.
- E. Camp Fire will invest in human capital to ensure a thriving organization.  
Priorities:  
- Ensure Camp Fire’s salary and benefits are competitive to promote the hiring and retention of staff.  
- Strive for Camp Fire’s Staff and Board to reflect the diversity of families served.  
- Actively engage alumni and volunteers to continue strengthening the Camp Fire community and network.  
- Provide ongoing development and training for Staff and Board.
- F. Camp Fire will be fiscally sound and sustainable.  
Priorities:  
- Ensure Camp Fire has sufficient operating reserve funds.  
- Ensure Camp K has sufficient maintenance reserve funds.  
- Increase individual philanthropy and planned gifts to Camp Fire.