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 organization’s 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.