



Strategic Bridge Plan Overview 2025-2028

VISION

A world/community where people have access to the skills and resources they need to live thriving and self-sustaining lives.

MISSION

Literacy for Life empowers adults by building foundational skills for success in life and work.

Going forward into the next few years as the landscape of funding and immigration continues to change, Literacy for Life will operate out of its current stable and strong position to continue to serve learners in Williamsburg and the Peninsula by focusing on four strategic pillars to bridge its strategic planning.

As LFL focuses on these four pillars, we will remain learner-centered in our programming and human-centered overall. We are committed to being present for our learners and staff and leading with curiosity as we carry out their work.

Goals and Strategies:

1. Deep & Wide: Continue to Support Adult Learners with Quality Programming

As the landscape shifts, LFL will continue to focus on engaging adult learners by seeking to increase participation with ABE learners in our geographic footprint. We will also explore if there are adult learners or learning gaps in our region that may be opportunities to support learners.

1.1. Deepen engagement in existing literacy programming - Increase ABE learners (particularly in Newport News and Hampton)

1.2. Explore and engage new client groups – Identify potential gaps and choose what to pursue

2. Partnerships and Collaboration: Supporting the work and the whole learner

LFL will continue to collaborate with community partners for complimentary programming and to connect learners with programs and resources that LFL does not offer or provide. Likewise, we will look for opportunities to strengthen and grow our volunteer partnerships in order to fully serve adult learners.

2.1. Use connections with educational and social service agencies to support learners

2.2. Collaborate with other adult education and literacy organizations to identify gaps and needs

2.3. Recruit, Equip, and Sustain volunteers

3. Demonstrating Impact: Strategic Communication

LFL will continue highlighting the importance of literacy education for adult learners and how it contributes to strengthening the community. In addition to this foundational communication, LFL will also share stories about how our efforts are fortifying individuals, families, and the community.

3.1. Marketing plan to highlight the importance of literacy education for adult learners (economic development, strengthening community fabric, etc.)

3.2. Communications plan to illustrate LFL's impact with individual learners and the community through its work

4. Financial Sustainability: Diversifying Our Fundraising Strategy

In the 2022-2025 plan, LFL began diversifying its funding sources, and in this bridge plan this work continues. It will require dedicated fundraising staff to fully drive the shift.

4.1. Invest in a development director

4.2. Develop a diversified fundraising strategy that prioritizes unrestricted funding sources that include individual donors and corporate partnerships

4.3. Expand and develop our revenue-generating programming to support strategic initiatives