Peter Paul Development Center is an outreach and community center serving Richmond’s East End. Founded in 1979, it is the oldest community-based agency continually serving Church Hill children and families. Peter Paul gives children a safe, consistent, structured, and loving environment in which to thrive, where staff and volunteers establish long-term relationships of trust and support for the children and their families. In addition to Youth Programs, Peter Paul’s Community Programs are an integral part of life in Richmond’s East End.

**YOUTH PROGRAM**
The Peter Paul flagship Youth Program has two components: the After School Learning Immersion Program and the Summer Promise. Both programs are designed with clear expectations of regular attendance, academic performance, and good behavior in school, at the Center, and in their community. In addition to their primary focus on academics, students participate in enrichment activities, receive healthy meals and snacks each day, and receive transportation to and from the Center and all activities.

**PROMISE FAMILY NETWORK**
Through the Promise Family Network, parents of current and perspective students of the Peter Paul Youth Program create a community focused on strengthening their family well-being and developing stronger relationships between parents, children, and other families.

**RICHMOND PROMISE NEIGHBORHOOD (RPN)**
The promise of Richmond Promise Neighborhood (RPN) is to surround our neighborhood with a unified community of support so that our children thrive and reach their potential. RPN is modeled on a nationally recognized best practice for authentic community engagement that delivers quantifiable socio-economic impact.

**FOOD DISTRIBUTION**
Peter Paul partners with FeedMore and St. Peter’s Episcopal Church to distribute food twice each month to neighborhood residents with volunteer assistance from several local organizations.

**SENIOR CITIZENS**
Peter Paul works in partnership with the Senior Center of Greater Richmond to provide a twice-weekly Senior Citizens Program. Members participate in a wide variety of activities including lunch, exercise, computer classes, games, Tai Chi, art, and informational sessions.

**MISSION**
To support the residents of the East End and educate its students, equipping them to serve as positive contributors to their family, community, and society.

**VISION**
Peter Paul Development Center will serve as a community change agent through education.

**PURPOSE**
Educate the Child, Engage the Family, Empower the Community

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*Virtuous Cycle: A beneficial cycle of events or incidents, each having a positive effect on the next.*
1. EXPAND AND STRENGTHEN SERVICE FOR YOUTH AND FAMILIES WITHIN THE EAST END
   1.1. Create Peter Paul entry points to increase student numbers within target schools/organizations
   1.2. Fully develop the middle and high school model
   1.3. Embed family engagement into all programs and activities

2. ENGAGE COMMUNITY ASSETS IN ALL PETER PAUL PROGRAMS AND OPERATIONS
   2.1. Use community engagement as the first point of entry for new programs or initiatives
   2.2. Increase role of community members in the organization
   2.3. Engage community assets within programming
   2.4. Align educational services around community engagement best practices
   2.5. Develop cohesive brand story to support organization’s community engagement philosophy

3. PREPARE FAMILIES TO SELF-ADVOCATE AND THRIVE
   3.1. Engage community in an annual community needs assessment to determine barriers to success for children and families
   3.2. Educate and train families with skills for self-advocacy and resiliency
   3.3. Advocate for policy changes with local government representatives to improve family self-sufficiency outcomes

4. FOSTER COLLABORATIVE PARTNERSHIPS AND EXEMPLIFY CO-LEADERSHIP IN THE EAST END
   4.1. Gather organizations working with kids and families in the East End to develop collaborative programs/outcomes/data
   4.2. Identify gaps in service to children and families, and potential partners to fill the gaps
   4.3. Share community engagement and co-leadership best practices with new organizations as they enter the East End space

5. ENSURE ORGANIZATIONAL SUSTAINABILITY BY INVESTING IN PEOPLE, INFRASTRUCTURE, AND BEST PRACTICES
   5.1. Develop comprehensive policies and procedures guiding work
   5.2. Ensure organizational controls are in place to support key functions
   5.3. Develop a plan for staff recruitment, development, and retention
   5.4. Create a succession plan for executive staff and board leadership
   5.5. Engage in continuous board development, with a focus on community representation
   5.6. Refine our financial model in order to support new initiatives

6. EXPLORE OPPORTUNITIES FOR FUTURE COMMUNITY EXPANSION
   6.1. Document and refine the model for replication
   6.2. Document a process to use community engagement as the first point of entry for new community expansion opportunities
   6.3. Create a sustainable financial model for replication

PETER PAUL STRATEGIC PLAN
“Children and Families Thriving in Community”

Educate the Child, Engage the Family, Empower the Community