



**CAPTAIN  
PLANET**  
Foundation

**Captain Planet  
Foundation**

**2023-2025  
Strategic Plan**

# CPF 2023-25 Strategic Plan

## Introduction

This real-time strategic planning process<sup>1</sup> was designed to create: 1) a clear but nimble direction for CPF over the next 1-3 years; 2) a clear definition of the organization's market identity; and 3) a set of strategy screens that can be used to vet all new opportunities to ensure they align with and support the organization's competitive advantage. The CPF team examined how our three programs (Project Learning Garden, Project Hero, and Planeteer Alliance) strategically advance the mission of the organization, and what core functions those programs require to be successful. Finally, we assessed the organization to ensure we have a sound operational foundation to undergird the work of the mission and support the identified programmatic priorities for 2023 with a strategic vision for 2025.

## CPF's Organizational Identity

*Captain Planet Foundation works collaboratively to engage and empower young people to be problem solvers for the planet, and seeks to empower a global community of young people actively creating a climate positive and equitable future for all.*

*The organization centers the priorities and voices of young people it serves in its programming and governance. CPF serves K-12 schools and educators, youth (up to 23), and youth serving organizations around the world through its operating programs and small grants. Our competitive advantage is that: 1) We believe in and invest in youth leadership & capacity; 2) We have a bias for collaboration with others; and 3) We actively and regularly assess the market to ensure our programs are meeting demand and need. The tenets of our competitive advantage reflect the original ethos of Captain Planet & the Planeteers, the series upon which we were founded. We are a 501(c)3 public charity and are primarily sustained through corporate, foundation, and individual giving.*

---

<sup>1</sup>This process was guided by the [Real Time Strategy Revolution toolkit](#) developed by La Piana Consulting Group specifically to support NGOs in developing practical strategy plans for a changing world.

## Strategy Screens

CPF commits to running any major opportunity through the following strategy screens to ensure our efforts are consistent with our identity and priorities. The intent is NOT for every opportunity to meet all criteria completely, but to be transparent and intentional about our decision-making.

- Does this opportunity or decision reinforce the mission and vision of CPF?
- Does this opportunity or decision build on or reinforce our competitive advantage?
- Does this opportunity or decision nest within an existing program? Or would it create a new line of programming?
- Is this opportunity or decision equitable and inclusive? [Using the SHIFTING model]
- Is this opportunity or decision market responsive?
- Is this opportunity or decision fundable?
- Do we have sufficient capacity to pursue this opportunity or decision, or does it require additional capacity?
- Does this opportunity or decision put us in competition with a trusted partner?

## Programmatic Strategies

With the organizational identity defined, we examined how our three programs (Project Learning Garden, Project Hero, and Planeteer Alliance) strategically advance the mission of the organization and what core functions those programs require to be successful. Finally, we developed the 2023 Priorities and 3-year Vision for each.

# Project Learning Garden

Project Learning Garden supports the organizational strategy by providing K-5 schools and educators with the materials, resources, and support necessary to ENGAGE young people in learning outside and connecting with their environment.

## VISION FOR PROJECT LEARNING GARDEN

Every elementary school in the U.S. (lower 48) has a schoolyard garden/outdoor learning laboratory where young people are learning outside and ENGAGING with their environment.

## PROJECT LEARNING GARDEN IN 2022

- 693 PLG grants awarded in 38 states, plus 10 in the UK and 3 in Canada
- Includes 370+ schools in Atlanta metro
- 86% of gardens remain active as of 2018 (date of last large-scale assessment)
- Fulfillment center FSI on board and operating for two years
- Rejuvenation Fund launched (for PLG schools 7+ years old)
  - \$80,000 raised to date v \$120,000 goal

## PROJECT LEARNING GARDEN PRIORITIES FOR 2023

- Restructuring team and processes to support program at scale;
- Attracting funding to support installation of at least 100 gardens in 2024;
- Developing feedback loops/ certification program for continuous data collection & improvement.

## PROJECT LEARNING GARDEN GOALS FOR 2025

- Installing at least 100 gardens in elementary schools each year;
- At least 50% of PLG Schools are 'certified' and have submitted data;
- At least 200 PLG Educators are 'certified' and have submitted data;
- Developing at least 4 case studies of instructional use of gardens per year.

## PROJECT LEARNING GARDEN STRATEGY SCREENS

All decisions regarding Project Learning Garden should be in support of the strategy of creating a lean and efficient program that advances the vision of every elementary school having a schoolyard garden where students can begin the journey of ENGAGING with their environment.

- Will this decision support the organizational strategy?
- Will this decision or opportunity make PLG more efficient at getting garden classrooms installed and used by elementary schools across the U.S.?
- Will this opportunity help us better serve PLG schools in engaging students in outdoor learning and connecting with their environment?

# Project Hero

Project Hero supports the organizational strategy by offering a concrete means of collaborating with partner organizations to co-design a tool for educators that ENGAGES students in taking on complex environmental issues and EMPOWERS them to create meaningful solutions to problems they uncover during their Quest.

## VISION FOR PROJECT HERO

Young people recognize that global environmental challenges, such as biodiversity and habitat loss, are place-based occurrences in their own communities. Our goal is to catalyze the empathy for the species within these communities and ecosystem so young people are motivated and empowered to be part of the solution.

## PROJECT HERO IN 2022

- 5 Quests available
- 20,000 Quest views
- 960 Educator accounts created
- 685 Quests initiated

## PROJECT HERO PRIORITIES FOR 2023

- Finish & launch Hackensack Riverkeeper Quest;
- Design & build Empowered Quest;
- Design & build Envision Racing Quest (pending);
- Develop & run outreach and marketing campaign for all existing Quests;
- Review & refine operational systems.

## PROJECT HERO GOALS FOR 2025

- At least 5000 active educator accounts;
- At least 70% of Quests initiated are resulting in projects being completed;
- At least 250 Quest grants awarded per year
  - \$100K in grant funding raised & distributed to classes to support projects
- Launching 1-2 Quests each year.

## PROJECT HERO STRATEGY SCREENS

All decisions related to Project Hero should be in support of the strategy of increasing adoption of Quests and increasing the number of students who are engaged in meaningful solutions (demonstrated by educators reaching the SOLVE stage of a Quest and submitting a project proposal).

- Will this decision support the organizational strategy?
- Will this decision or opportunity result in more educators registering for Project Hero accounts and engaging their students in Quests?
- Will this opportunity help illustrate the impact of Project Hero?

# Planeteer Alliance

Planeteer Alliance supports the organizational strategy by ENGAGING individual young people in accelerating known solutions to climate change, and EMPOWERING a global community of young environmental problem-solvers to demonstrate their agency. CPF also plays an active role in using its network to amplify Planeteers so they can have their voices heard.

## VISION FOR PLANETEER ALLIANCE

Young people recognize they have the voice and agency to create a climate positive and equitable future for all.

## PLANETEER ALLIANCE IN 2022

- Launched Feb 2022; evolution from Ocean Heroes program
- 9 in-person Blue Climate Action Summits hosted in locations around the world, representing 600 youth from 30 nations
- Hosted 22 virtual training events
- 350+ Planeteer Accounts on HQ

## PLANETEER ALLIANCE PRIORITIES FOR 2023

- Implementation of Green Heart Challenge pilot with Clayton County Public Schools; and develop scaling model for 2024 (launching late 2023);
- Build data architecture & data flows for Planeteer Alliance;
- Launch & promote Planeteer Clubs in K-12 and college/university;
- Develop & launch Element Solutions Summit model.

## PLANETEER ALLIANCE GOALS FOR 2025

- At least 5000 active Planeteers in PlaneteerHQ;
- At least 5000 Planeteers engaged in Climate Solution projects;
- We are reaching at least 2500 new Planeteers each year;
- Maintaining at least 10 active Climate Solution projects.

## PLANETEER ALLIANCE STRATEGY SCREENS

All decisions regarding Planeteer Alliance should be in support of the strategy of creating a youth-designed and informed program that is building a global community of empowered young people accelerating known solutions to climate change.

- Will this decision support the organizational strategy?
- Will this decision or opportunity help make more young people aware of the Planeteer Alliance?



- Will this decision or opportunity help more young people in advancing known solutions to climate change?
- Will this decision or opportunity put more Planeteers in positions of genuine leadership and decision-making power for our environment?

## Operational Strategies

In order for the Captain Planet Foundation to manage its three main operating programs as a strategy for pursuing and maintaining its organizational identity and competitive advantage, we need to ensure we have the proper systems, policies, and staff in operational roles (finance, HR, communications, development, IT & data management) to support a stable and well-functioning organization.

Going into this strategy development, we had CPF team members and board leadership complete the [Core Capacity Assessment Tool](#) (CCAT) to gain insights from different perspectives on organizational capacity. Key findings, namely in areas of need, are incorporated into a separate operational development plan, and will be reassessed in one year to mark progress.

A few operational priorities that CPF needs to address early in the strategic period to be successful include the following:

- Ensure and maintain data integrity in CRM;
- Improve efficiency of workflows;
- Add capacity for web & data management support;
- Launch and cultivate individual giving strategy, namely Gaia's Circle;
- Develop succession and redundancy plans for critical roles & responsibilities.