

\* THE POWER IS YOURS \*

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CAPTAIN PLANET FOUNDATION  
STRATEGIC PLAN  
2025-2027

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# INTRODUCTION

Captain Planet Foundation is an award-winning, US-based NGO that works collaboratively to engage and empower young people to be problem solvers for the planet.

Over the past 33 years, the organization has been a leader in designing and implementing programs that empower youth and support project- and place-based learning. Importantly, CPF trains, centers, and funds young people as they design and implement their changemaking campaigns to solve environmental and social issues.

CPF was formed in 1991 to support activated kids who were watching the critically-acclaimed animated series Captain Planet and the Planeteers. This #1 Saturday morning cartoon was co-created by media mogul Ted Turner and series executive producer Barbara Pyle and ultimately aired in over 100 countries around the globe.

In the show, Gaia, the spirit of the planet, assembled a team of five young “Planeteers” from continents around the world, whose collaboration summons Captain Planet to help them solve ecological and other global problems. The show was widely acclaimed for its early examination of challenging issues such as: pollution, poaching, deforestation, drug addiction, HIV/ AIDS, and bullying.

In 2002, CPF separated from Turner Broadcasting Systems (TBS) and became a 501(c)3 public charity.



# EMPOWERING PROBLEM SOLVERS

FOR the planet

As young people acknowledge the truth of a *climate-insecure future*, the Captain Planet Foundation works with partners to develop the tools, resources, strategies, and opportunities that **engage** youth, **connect** them with their communities and environment, and **empower** them to be active global citizens and collaborative agents of change for the planet.

## AT A GLANCE



**11.5 M+**  
Kid Impressions



**3,650+**  
Projects  
Around the Globe



**1.75 M+**  
Kids Directly  
Funded



**3,400+**  
Teachers Trained



**100+ COUNTRIES  
REACHED  
& COUNTING!**



# OUR PROGRAMS

## EDUCATE, EMPOWER & ENGAGE.

### Project **LEARNING GARDEN**

Providing elementary schools with the essential elements to establish and support garden programs where students engage in inquiry-driven, project-based learning across all disciplines.



### Green Heart **STEM CHALLENGE**

Training and empowering middle school students to innovate and implement place-based solutions to the biggest challenges posed by climate change and environmental injustice.



### **PLANETEER ALLIANCE**

Activating and funding a global community of young environmental changemakers (ages 10-23) through youth-designed and youth-led trainings, resources, and collaboration.



**The Green Workforce** Planeteeers are prepared to enter the workforce as climate-conscious leaders for sustainability, resiliency, and the environment.



# CHALLENGES & OPPORTUNITIES FOR THE FUTURE

As we look to the 35th Anniversary of the Captain Planet Foundation in 2026, we see that there are many challenges and opportunities ahead for the work of our youth-centered nonprofit.

- The best opportunity for climate action impact is within the next 6 years. The **urgency of the climate crisis** means that our work must rapidly engage and support young people through **intergenerational action** and center **climate equity** as we promote youth leadership in global climate solutions.
- Our focus on empowering **young people** means that we must leverage new **ways of digital communication and platforms** to reach more youth audiences globally and to think creatively about partnerships to expand our reach and impact.
- The fast pace of **technological change** like Artificial Intelligence, virtual reality, the dangers of disinformation, and other disruptive technologies provide us an opportunity to embrace our global mission to empower young people by **staying relevant and nimble**.
- Our Planeteers' roles as **global change agents** will inspire and inform our **interdisciplinary work in environmental education** as well as how to communicate what we do, how we do it, and why it matters.
- The **changing demographics** of the world means that **we need to center youth and cultural diversity** in our leadership and incorporate youth from diverse, global backgrounds in the development of our programs and direction of our work.



# VISION

A global community of empowered young people who have the skills, knowledge, relationships, and agency to create climate-positive solutions for the planet.

# MISSION

Captain Planet Foundation works collaboratively to engage and empower young people to be problem-solvers for the planet.

# VALUES

## Youth Empowerment

We believe in directly investing in youth leaders and capacity-building.

## Collaboration

We value collaboration.

## Experience

We believe children benefit from experiences in nature and by learning from each other.

## Justice

We prioritize the need for an authentically equitable and just transition to a climate-positive future for all.

## Optimism

We celebrate fun, optimism, and empowerment to promote positive mental health in the face of climate disruption.



# JEDI STATEMENT

When the Captain Planet Foundation was founded in 1991, we committed to work for the planet. **Justice, Equity, Diversity, and Inclusion** are inextricably linked to this original intent and also to the show that influenced the founding of CPF (Captain Planet and the Planeteers).

For us, this means our organization will:

- Represent the communities that we serve on our Board, Staff, and across all programs;
- Ensure that accessibility to all of our programs is prioritized;
- Accept our responsibility to give voice to and address the underlying systems that cause environmental injustice;
- Ensure that all programs specifically and actively invite and engage traditionally underrepresented and/or underserved communities;
- Celebrate and uplift the diversity of our youth participants;
- Commit to centering inclusion, diversity, equity, and justice in the continuing education and training of the board and staff.



# GOALS FOR 2025 TO 2027

- 1** To expand fundraising to sustainable levels for long-term impact.
- 2** To define the impact of programs through metrics that equitably address climate change.
- 3** To measure and communicate the meaningful outcomes of direct investment in global youth leadership and capacity-building.
- 4** To celebrate and grow the brand of Captain Planet Foundation through storytelling, robust digital presence, and partnerships.
- 5** To support and enhance the capacity and culture of the Captain Planet Foundation team and to develop and retain a diverse and talented staff.



# GOAL 1

## TO EXPAND FUNDRAISING TO SUSTAINABLE LEVELS FOR LONG-TERM IMPACT.

### Strategy #1

#### Provide Donors with Clear ROI That Drives Excitement about CPF Programs and Impact

##### Tactics:

- Create partnerships around the five elements of the Planeteer Alliance: Earth, Fire, Wind, Water & Heart;
- Create a visual ladder of engagement that explains the interrelated nature of all CPF programs at glance;
- Develop a series of quarterly donor briefings that showcase youth leadership and CPF thought leadership;
- Create an impact dashboard that reports key KPIs.

### Strategy #2

#### Create and embark on a multi-year comprehensive fundraising campaign to raise \$15-18M over three years

##### Tactics:

- Create a strong case for support that focuses on the impact and reach of our programs;
- Provide aggressive board fundraising & matching goals as part of the campaign;
- Make event revenue account for 10% of the operation budget and expand foundation support to 35% of our operating budget;
- Grow our monthly sustainer program;
- Expand events to one new region of the country each year to build strong networks, beginning with NYC and Los Angeles;
- Establish institutional giving from major U.S. and global foundations;
- Extend fundraising beyond the Gala by a focus on individual donors through four distinct giving campaigns per year: Back to School; Giving Tuesday/Year End Appeal; Gala; summer Kickoff;
- Increase online engagement and giving from small to mid-level donors.

### Strategy #3

#### Target & secure capacity building investments

##### Tactics:

- Focus on “transformational” gifts over the next three years to increase capacity to scale programs;
- Engage the Board “Asking Squad” to increase capacity for fundraising, development, and outreach;
- Prioritize donor stewardship through the Moves Management system & thoughtful relationship development.



# THREE-YEAR OUTCOMES

Our individual donor program (online, major gifts, and events) provides

**30%** OF THE BUDGET.

Our foundation revenue will consist of

**\$1.5M** EACH YEAR  
(35% of the budget).

Grow partnerships by

**\$1M** ANNUALLY  
to provide 30% of our budget.

We will continue to grow our reserve account so we always have **6 months** operating expenses held there.



# GOAL 2

## TO DEFINE THE IMPACT OF PROGRAMS THROUGH METRICS THAT EQUITABLY ADDRESS CLIMATE CHANGE.

### *Strategy #1*

**Comprehensively strengthen long-term engagement between stakeholders and CPF programs**

**Tactics:**

- Survey youth before, during, and after Project Learning Garden and Green Heart STEM Challenge;
- Survey educators on what's working for them and what's not;
- Create an annual report based on survey results to track programmatic changes to iteratively improve programs.

### *Strategy #2*

**Increase visibility as thought leaders in the space of youth empowerment by illustrating the impact data through storytelling and case studies**

**Tactics:**

- Define the impact formula of CPIC (Context, Program, Impact on humans, Connection) for every program when we report out;
- Demonstrate how our stakeholder surveys and iteration loop drive refinement of execution and effectiveness of programs;
- Build in data capturing mechanisms for programs that will ultimately lead to thought leadership case studies.



# THREE-YEAR OUTCOMES

Our Project Learning Garden is adopted by

**300** ADDITIONAL SCHOOLS

across the nation.

- At least **50%** of Project Learning Gardens are “certified” and submitting data
- At least **600** Project Learning Garden educators are “certified” and submitting data

Engage

**5,000** STUDENTS

through the Green Heart STEM Challenge.

Establish a robust **Planeteer Alliance Alumni** and Networking Program.

At least

**500** YOUTH GRANTS

awarded per year

Highlight demonstrated actions by Planeteers that established

**25** ENVIRONMENT POSITIVE AND/OR CLIMATE POSITIVE POLICIES

by 2027.

Engage

**50,000** PLANETEERS GLOBALLY



# GOAL 3

## TO MEASURE AND COMMUNICATE THE MEANINGFUL OUTCOMES OF DIRECT INVESTMENT IN GLOBAL YOUTH LEADERSHIP AND CAPACITY-BUILDING.

Youth engagement is consistently named the #1 differentiator in all Captain Planet programs. There is a high value in the global reach - especially as an authentic tie-back to the original TV show. This revolutionary model provides investment in youth directly for their campaigns in their country. We represent: all people, all parties, all persuasions, all nations, and all of our work is viewed through the frame of the five elements of the Planeteer Alliance: Earth, Fire, Wind, Water & Heart.

### *Strategy #1*

**Engage Planeteer Alliance members to define the most impactful elements of the PA experience**

#### **Tactics:**

- Establish compensated Regional Leadership Team from members of the Planeteer Alliance who have moved up the ladder of engagement beginning with Africa and Mexico/Central/South America in 2025; and growing to 30+ individuals by 2027 (Asian Pacific, Oceania, Australia, Europe, North America, Caribbean);
- Host a yearly summit with PA members to gain feedback on the program to continue to adapt and co-design program priorities and investments;
- Conduct annual check-in survey for Planeteers;
- Develop long-term relationships with Planeteers by establishing Alumni Network for 25+ years-olds.



## Strategy #2

### **Engage in collaborations with colleges and universities using CPF case studies to create pipeline of sustainability leaders for higher education**

#### **Tactics:**

- Engage with prominent university officials and research departments to host Planeteer Alliance Events;
- Seek strategic support from prominent research universities with environmental focus;
- Establish Planeteer Clubs at universities and colleges globally.

## Strategy #3

### **Engage with Native American and Indigenous communities worldwide to empower youth leadership**

#### **Tactics:**

- Recruit Planeteers from Native American communities and tribal colleges;
- Partner with Indigenous communities globally to assist in programs and training for their youth;
- Elevate stories of tribal youth leadership to increase the urgency around climate solutions and to support indigenous ways of knowing.



# THREE-YEAR OUTCOMES

At least

**3,000** ACTIVE  
PLANETEERS  
in Planeteer HQ

At least

**100** ACTIVE  
PLANETEER LEADERS  
(across Meet Ups and Summits)

At least

**1,500** PLANETEERS  
ENGAGED  
in Climate Solution projects

At least

**30** COMPENSATED REGIONAL  
LEADERSHIP TEAM  
members globally

At least

**100** ACTIVE  
Planeteer Clubs

Train at least

**2,500** NEW  
PLANETEERS  
each year.



# GOAL 4

## TO CELEBRATE AND GROW THE BRAND OF CAPTAIN PLANET FOUNDATION THROUGH STORYTELLING, ROBUST DIGITAL PRESENCE, AND PARTNERSHIPS.

### *Strategy #1*

#### Honor the legacy of the Captain Planet brand

##### **Tactics:**

Update the Captain Planet brand through partnerships and creative digital storytelling;

Create campaigns that leverage the historic cartoon, episodes and characters within our programs.

### *Strategy #2*

#### Grow our PR and Digital Strategy infrastructure

##### **Tactics:**

Partner with local, national, and international media to tell the Captain Planet Foundation story;

Leverage corporate partners for press and storytelling support;

Implement strategies to increase engagement and reach;

Amplify stories of Planeteer Alliance to strengthen impact.

### *Strategy #3*

#### Reach more diverse and distinct audiences

##### **Tactics:**

Rebrand and Refresh CPF for post-Millennial audience;

Purposefully & strategically collaborate with media outlets serving Black, Indigenous, People of Color and queer communities on our environmental education programming;

Expand and more deeply invest in ensuring materials are adapted for cultural relevance and multi-language access.



# THREE-YEAR OUTCOMES

## 3X

The Captain Planet Foundation has tripled its social media followers and maintained a high engagement rate.

- PA has increased its social media following by **10x**.

We are recognized for our **digital campaigns that highlight youth leadership** in climate action.

The CPF marketing materials are **consistent, powerful, and reflect** our brand.

Our website receives national recognition for its **high quality educational, user-friendly, informative, and shareable content**.

We creatively engage our online community with best storytelling practices to celebrate Captain Planet Foundation's **35th Anniversary**.



# GOAL 5

## TO SUPPORT AND ENHANCE THE CAPACITY & CULTURE OF THE CPF TEAM AND TO DEVELOP AND RETAIN A DIVERSE AND TALENTED STAFF.

### *Strategy #1*

**Amplify our culture of youth empowerment by giving young people who work with CPF a voice in how we connect and operate**

#### **Tactics:**

- Ask our Planeteers to co-create updates to our programming with us;
- Invite Wisdom Council members to participate in a meeting with Board Members once a year.

### *Strategy #2*

**Provide leadership development and training for all staff**

#### **Tactics:**

- Provide leadership training opportunities that reinforce our brand values of empowerment, collaboration, and optimism;
- Establish clear work plans and goals and paths to support individual development goals & professional growth;
- Integrate diversity work into the culture of the organization through regular reflection opportunities.

### *Strategy #3*

**Make a significant investment to expand the team to meet programmatic goals of Captain Planet Foundation**

#### **Tactics:**

- Recruit talented, qualified, and diverse candidates;
- Invest in current staff through competitive employee benefits and salaries;
- Implement pulse surveys periodically to assess employee engagement and satisfaction;
- Update organizational structure to support the Strategic Plan outcomes.



# THREE-YEAR OUTCOMES

Staff are **committed and inspired** to do their best work.

The CPF staff has a clear understanding of how the **daily work** of the organization drives the mission forward and matters on a **personal and global level** in the climate movement.

CPF talent development and leadership programs promote **collaboration, teamwork, and high-performance**, and result in **retention of a highly engaged team** as evidenced by **employee engagement surveys**.

Internal programs that reinforce brand values and our JEDI statement results in a **clearly defined and articulated culture** to activate board leadership, corporate and educational partners, youth leadership, and employees.

CPF team regularly evaluates **diversity, equity, and inclusion policies, programs, and trainings**.

