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BakerRipley Announces Ambitious Three-Year Strategic Plan to Enhance Community Impact and Vitality

HOUSTON – BakerRipley, one of the largest, most long-standing, and highly recognized nonprofit organizations in the country, is excited to announce the kickoff of its comprehensive three-year strategic plan for 2024-2026. The plan aims to address the increasingly complex challenges the Texas Gulf Coast and surrounding regions face and empower underserved families to achieve upward socioeconomic mobility.

“It’s our work to keep BakerRipley an agency for the future of our great region,” said BakerRipley President and CEO Claudia Aguirre. “Together, we are preparing a three-year roadmap to make us an organization that will be able to tackle the Texas Gulf Coast region tomorrow.”

Strategic Planning Process

The strategic plan is being developed through a collaborative, strengths-based process involving diverse stakeholder groups, including Neighbors, board members, employees, community leaders, and partners. BakerRipley’s President & CEO, Claudia Aguirre, along with the Executive Team and the Strategic Planning Steering Committee, are leading this effort.

Community Developer & Advocate

Houston faces various challenges, from weather-related responses to the digitalization of work and access to quality education. BakerRipley’s adaptive planning approach aims to generate forward thinking solutions that support underserved individuals and families in overcoming these obstacles and advancing up the socioeconomic ladder.

Key Objectives of the Strategic Plan

BakerRipley’s strategic plan is built around three primary objectives:

1. **Premier Organization:** BakerRipley aspires to be the leading organization where individuals invest their time, talent, and treasure. Key themes include fostering a culture of celebration, optimizing organizational structure, strengthening philanthropy, and engaging stakeholders with purpose.
2. **Data-Driven Organization:** The plan emphasizes aligning data, systems, processes, and people to make informed resource decisions. This includes cultivating a culture of accountability, building sustainable financial models, and integrating digital automation and transformation.



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3. **Holistic Community Development Organization:** BakerRipley is committed to providing a strength-based, equitable, and multi-faceted program model to support vulnerable communities. The focus will be on delivering current community commitments with excellence, crafting a community impact and vitality strategy, and maximizing external awareness and promotion.

Commitment to Diversity, Equity, Inclusion, and Belonging (DEI-BE)

A cornerstone of BakerRipley's strategic plan is promoting and integrating DEI-BE best practices and tools. This commitment ensures that the organization remains inclusive and responsive to the diverse needs of the Houston community.

Plan Implementation and Accountability

The success of the strategic plan relies on operationalizing goals, objectives, tasks, and measurable outcomes. BakerRipley will regularly review and adjust the plan to remain agile and responsive to emerging needs and changes, fostering new ideas and continuous improvement.

BakerRipley's three-year strategic plan is a bold step towards addressing the complex challenges facing the Texas Gulf Coast Region and surrounding areas. By focusing on premier organizational status, data-driven decision-making, and holistic community development, BakerRipley aims to enhance its impact and support for hardworking, lower-wage earning individuals and families. The organization is committed to continuous improvement, equity, and innovation, ensuring it remains a vital resource for the Texas Gulf Coast region.

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About BakerRipley

BakerRipley brings resources, education, and connection to more than half a million people throughout Texas each year. For more than a century, BakerRipley has offered innovative solutions to uplift and empower underserved communities as they pursue opportunities that create new and better lives for themselves and their families. BakerRipley is a United Way Agency partner. www.bakerripley.org #BakerRipley