

The PREP Academy

Year 1 Business Plan

July 1, 2025 - June 30, 2026



Introduction

As part of The PREP Academy's ambitious three-year strategic plan to 2028, this one-year business plan sets the stage for achieving the broader objectives from July 1, 2025 - June 30, 2026. It emphasizes immediate action and collaboration as we build a solid foundation for long-term success. By the end of Year 1, we will have measurable progress in program participation, student engagement, employee satisfaction, board engagement, fund development and donor engagement, propelling us toward our vision of shaping futures for African NS students.

In Year 1 we're focused on building the blueprint and foundation elements. In Year 2 and 3 we will amplify expanded services, deepen our community engagement and sustain our legacy by achieving long-term impact.

Three Year Vision Statement

By 2028, we will be delivering exceptional student-centered experiences across 10 high school locations in the province, reaching 3 new regional centres for education, supporting 350 students with personal development credits. Parents and students will have access to in-person programming at a PREP Academy Community Hubs. Our passionate team will grow in size and skill, with new finance, fund development and community outreach departments, with a well developed student hiring model that supports PREP Alumni with career development.

We will be leading a charity of choice in empowering African Nova Scotian students to achieve their full potential through higher education, the one-stop shop for College & University PREP in Nova Scotia, known for our innovative and transformative opportunities and impactful partnerships that provide life-changing opportunities to students in high school and postsecondary.

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About The PREP Academy

The PREP Academy is a provincial non-profit community based organization that inspires and prepares African Nova Scotian high school students for college, university and beyond. Our programs and services help students, parents, guardians and proxies access resources and information while receiving support navigating college and university processes.

Vision

Influence social and economic impact within the historic African Nova Scotian communities by increasing the number of students who are prepared for, and complete a higher education.

Values

Our three-year strategic plan will be rooted in our organizational values and behaviours, using them as a compass to ensure that we remain aligned in carrying out the vision and supporting us to unlock new potential and surpass previous milestones.

Black Excellence: We are approaching education in a different way. We drive individual excellence. We are committed to creating the unordinary. We educate and empower students towards lifelong learning.

Community Minded: We cannot move alone, it takes a village. We center our community in everything we do. We unite and collaborate to advance community. We build a sense of community and belonging for our students.

Authentic Impact: We know who we are here to serve. It's all about the stories and experiences of our students. We are grounded in our history and our roots. We cultivate intentional and quality relationships. We stay true to create opportunities and enact change.

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Strategic Priority #1: Operational Excellence

Through continuous improvement, accountability and innovation, we will be a model of effectiveness.

Key Action Areas	Metrics & Performance Indicators	Resources & Capacity Needed
Fundraising & Stewardship	<p>Increase in new donor revenue compared to the previous fiscal year</p> <p>Growth in total annual funding secured year-over-year</p> <p>Case for Support completed and actively used in donor outreach</p> <p>New major donor prospects identified and converted into supporters</p> <p>Monthly giving campaign launched and promoted to current and new audiences</p> <p>Annual fundraising calendar finalized and in active use</p> <p>Year-over-year improvement in donor retention rates</p> <p>Donor communications strengthened through regular newsletter featuring impact stories and testimonials</p> <p>Donor CRM optimized for segmentation, tracking, and performance analysis</p>	<ol style="list-style-type: none">1. Hire Development Officer2. Donor marketing materials3. Budget for:<ul style="list-style-type: none">- Monthly Giving Campaign- Marketing & Comms- Donor CRM- Donor Stewardship- Training in Donor Relations, Storytelling and Stewardship- AFP Membership
Systems/Team Capacity & Competency	Financial systems modernized through adoption of new tools, staff training, and IT conversion to enhance financial management capacity	<ol style="list-style-type: none">1. Clear Job Descriptions2. Updated Org Chart3. Recruitment Support

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	<p>New bookkeeping capacity established to support efficient financial operations</p> <p>First audited financial statements completed, strengthening transparency and accountability</p> <p>Capacity strengthened through added resources in Finance, Marketing, and Program delivery</p> <p>Casual/floater Student Success Coach role established to provide flexible program coverage and student support</p> <p>Board succession plan drafted to support leadership continuity and strengthen governance sustainability</p>	<p>Budget for:</p> <ul style="list-style-type: none">- IT systems/tools- IT/Finance Consultant- External Audit Costs- Additional Staff
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Strategic Priority #2: Exceptional Student Experience

Create transformative and student centred experiences through innovative educational programs by focusing on holistic student development and adapting to the students' evolving needs.

Key Action Areas	Metrics & Performance Indicators	Resources & Capacity Needed
Scale the high school cohort program in 2 new sites	Expansion of the high school cohort program into additional sites	<ol style="list-style-type: none">1. Dedicated funding secured2. Program staff hired3. School partnership agreements4. Community engagement plan
	New site partnerships confirmed and onboarding completed within the fiscal year	
	Community engagement activities conducted in each new location to support awareness and enrollment	
Impact 450 youth total	450 youth engaged across wrap-around supports, workshops, and events	<ol style="list-style-type: none">1. Outreach capacity2. Participant Support
	Baseline parent engagement established in Year 1, with attendance and participation tracked for future growth	
Develop and Implement Alumni Engagement Strategy	Strategy document created and approved	<ol style="list-style-type: none">1. Manager for Cohort Program2. Youth Advisory Council3. Cohort Survey Established4. Fundraising Plan
	Alumni database refreshed, refined, and actively maintained	
	Baseline alumni engagement rate established (tracked via participation, event attendance, sign-ups, and surveys)	

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Strategic Priority #3: Strategic Collaboration

Prioritizing collaboration to help us improve lives, empower communities and drive systemic change.

Key Action Areas	Metrics & Performance Indicators	Resources & Capacity Needed
Partner Mapping Exercise	Complete a comprehensive partner mapping exercise to assess alignment and opportunity areas	1. Program Coordinator to increase capacity for partnership
	Identify and prioritize high-potential partners for future collaboration and engagement	
	Develop engagement strategies for top prospects	
Secure collaborations/ deepen partnerships	Establish new strategic partnerships formalized through MOUs or partnership agreements	1. Funding for co-program 2. Budget for partner meetings, joint events
	Strengthen existing partnerships through renewed collaboration and shared initiatives	
	Launch at least one joint program or initiative with a partner organization	