

# 2025 STRATEGIC PLAN

**Main challenges** Identify and articulate high-quality effective, replicable and scalable pedagogical solutions, based on the priority challenges facing education in Uruguay.

**Model of intervention** We combine direct funding and co-creation of programs, as well as strengthening of institutions, articulation and access to knowledge.

Areas	Objectives	Strategies
<b>FUNDRAISING</b>	<p><b>Diversified fundraising model with a sustainable growth pace</b></p> <ul style="list-style-type: none"> <li>Expanded network of individual donors with a multiplying dynamics.</li> <li>The board boosts its participation as a key player to ensure the sustainability of RU.</li> <li>Increasing support of foundations and institutional donors that award grants to programs.</li> </ul>	<ul style="list-style-type: none"> <li>Expand donor database by countries and industries.</li> <li>Boost online fundraising and crowdfunding.</li> <li>Design and implementation of a hybrid fundraising strategy with the assistance of a fundraising expert.</li> <li>Pro-actively identify opportunities to apply for grants.</li> <li>Promote fundraising campaigns anchored in the proven outcomes of RU programs.</li> </ul>
<b>PARTNERSHIPS AND NETWORKS</b>	<p><b>Dynamic network of expanded and strengthened strategic partnerships.</b></p> <ul style="list-style-type: none"> <li>New strategic partnerships, both formalized and in the process of consolidation.</li> <li>Current strategic partnerships are reviewed and strengthened.</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen the relations with the public sector and the academia.</li> <li>Incorporate the technical and operational capacity for program co-creation and co-management.</li> <li>Identify partnerships for the design and co-creation of programs.</li> <li>Map and prioritize strategic actors.</li> </ul>
<b>PROGRAM DEVELOPMENT</b>	<p><b>Effective solutions to address challenges in education, replicated and/or scaled up jointly with a strategic alliance network.</b></p> <ul style="list-style-type: none"> <li>The solutions implemented prove to be effective addressing the education challenges.</li> <li>Partner organizations and/or beneficiary organizations that are empowered to replicate/scale up solutions.</li> <li>The program portfolio is aligned to the new strategy and focalized on priority education challenges.</li> </ul>	<ul style="list-style-type: none"> <li>Incorporate technical capacity and expertise on specific education themes.</li> <li>Select new innovative programs aligned with strategic variables and attributes.</li> <li>Develop a model to identify and support solutions with replicable/scalable potential.</li> <li>Create a Committee of Experts on Education in Uruguay and abroad.</li> <li>Discontinue/ reconvert non-aligned programs (Phase out Plan).</li> <li>Review and evaluate current programs portfolio.</li> <li>Map and prioritize education programs.</li> <li>Reconvert the process applied to call for and select programs.</li> </ul>
<b>EVALUATION AND KNOWLEDGE</b>	<p><b>Evidence-based knowledge products and systematized and disseminated results.</b></p> <ul style="list-style-type: none"> <li>Partner and beneficiary organizations incorporate/align the MEL strategy in programs following RU criteria.</li> </ul>	<ul style="list-style-type: none"> <li>Lead and/or accompany an external evaluation and development of knowledge about programs and partnerships.</li> <li>Induce and transfer MEL (*) criteria to beneficiaries/partners.</li> <li>Design/ adequate MEL strategy and framework of aggregated indicators / KPIs.</li> <li>Integrate Salesforce as CRM and MEL System.</li> </ul>
<b>COMMUNICATION AND POSITIONING</b>	<p><b>RU consolidated as a leader and articulator in education spheres and among stakeholders, both in Uruguay and abroad.</b></p> <ul style="list-style-type: none"> <li>"Impact-driven" communication narrative consolidates as a reputational asset that enhances the foundation's fundraising and partnership capacity.</li> </ul>	<ul style="list-style-type: none"> <li>Design a segmented communication strategy for the various actors in the RU network.</li> <li>Promote positioning actions that may increase the visibility of the results and the role of RU.</li> <li>Increase the presence of RU in new markets through in-person actions and digital marketing.</li> <li>Readequate RU's identity and purpose geared towards its impact on education.</li> </ul>