

UNLEASHING UNTOLD

POTENTIAL

A Vision to Serve More Teens, More Deeply

THE NEED

Hopelessness is becoming a defining story for this generation, experienced by more teens than ever before. But this doesn't just affect individual lives; it has a compounding impact—breaking down relationships, families, and communities.

THE OPPORTUNITY

Hopelessness is not limited by location or demographic, so our mission to end it can't be either. For nearly four decades, our ministry has focused on helping teens believe their God-given worth. Today we believe we are uniquely positioned to serve more teens even more deeply—and as we do, we believe it will **unleash untold potential in communities everywhere.**

THE VISION

TreeHouse's Unleashing Untold Potential Campaign seeks to raise **\$9.5 million** to provide the capacity needed to reach our bold goals of serving more teens, more deeply.

2025 GOALS:

10,000

Teens Served Annually

180

Sites Nationwide

600

Schools Impacted



TREEHOUSE

TreeHouse's Unleashing Untold Potential campaign will focus on four strategic initiatives to fuel our next stage of growth.



1. Learn More: \$xM

We will learn more about the needs of teens.

By building and enhancing technology tools and a comprehensive digital platform, TreeHouse can become a national leader in gathering and stewarding data on the needs of teens.

- New cloud-based data management system to help us track each teen's engagement with TreeHouse, from their first visit through graduation
- New digital platform to measure how teens are progressing toward their personal and community goals, including ways for teens to more easily self-report on their struggles and growth
- New TreeHouse App to enable real-time communication with teens, volunteers, and staff, making it easy to coordinate rides, events, and key information
- New TreeHouse App that provides teens with safe and transparent methods to engage with adult mentors



2. Tell More: \$xM

We will tell our message to more people.

Every community, everywhere, needs to discover ways they can personally join in the mission of ending hopelessness among teens.

- Strategic marketing and media initiatives that build on our successful 2019 rebrand, so as to continue to shift the national dialogue away from labeling teens and toward community solutions
- Broadened communications funnel to share more stories of and by teens in ways that honor, support, and celebrate them
- Thought partnership and advocacy for teens, reaching into more communities—urban, suburban, and rural
- Acceleration of TreeHouse messaging nationwide so that more teens know they are lovable, capable, and worthwhile—and more partners are catalyzed in the mission



3. Train More: \$xM

We will train more people. We will ensure TreeHouse staff, partners, and other rising leaders are fully equipped and sustained for success.

- A fully rebuilt, dynamic, and mobile-ready TreeSources online platform to house the proprietary TreeHouse curriculum and training
- Interactive TreeSources modules and regularly-updated content available 24/7 to our partners and staff, to keep them ahead of the curve on emerging needs and solutions for teens
- Strategic investment in our new Program and Training Center in Minneapolis, which keeps hundreds of staff, partners, volunteers, and teens partnering together shoulder to shoulder
- Addition of a long-awaited Alumni Program to train those in a critical transitional life phase (ages 18 and 25) in making educational decisions, applying for jobs, and developing life skills



4. Partner More: \$xM

We will partner with more communities. We will accelerate the pathways of partnership for schools, churches, and communities nationwide to start TreeHouse programs—so that no teen has to fall through the cracks.

- Multiplied partnerships with more churches, schools, and nonprofits who are looking for proven strategies to address the hopelessness that exists in their communities
- Expanded infrastructure for the TreeHouse Partner Network, which is building the pipeline and customizing new models of partnership
- Strategic financial support for new qualified partners, bringing the average onboarding time from 12 months to 6 months
- Personalized coaching, cohorts, and network cultivation that ensures successful partner launch and long-term work

MORE



Through this comprehensive campaign, we can dramatically accelerate the mission to end hopelessness among teens.

→ **Together we can serve more teens, more deeply.**

We are currently in a quiet phase of this campaign, seeking additional leadership gifts and foundational seed money from key stakeholders. In Spring and Summer 2020, we will share the vision of this campaign publicly, inviting all audiences to pray, give, and join together in this work. Thank you for your generosity and partnership with TreeHouse. If you have any questions, please contact Andy Swanda at aswanda@treehousehope.org or 952.457.4547.



ABOUT TREEHOUSE

TreeHouse is on a mission to end hopelessness among teens. We offer safe, grace-based programs and one-on-one mentorship where teens learn to build resiliency, develop healthy relationships, and plan for their future. Our vision is for every teen to be rooted in the living hope of Jesus—unleashing untold potential in communities everywhere.

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