

List of Strengths

What do we do well? What sets us apart? What are we known for?

Which of these is most important?

All contributions should be CLEAR, CONCISE, and offer CONTEXT. Limit of 3-7 words
Don't duplicate or edit others' ideas. Put a ?? if any require clarity.

Experienced Facilitators Malcolm and Jay
Curriculum that we have developed. Unsure of copywriting status.
Facilitator handbook that goes with the curriculum
Connections through Transformative Prison Works (collaborative network of prison providers/advocacy organization)
TPW advocates for state grant funding
Grant monies to support growth/expansion
Longitudinal success. Salinas Valley State Prison Program has been in existence for 15 years
Graduates on the outside who can advocate for FWP
Connections with guest speakers like Zakee, former board members, facilitators
Weekend Intensive programming
Meaningful Graduations
Inside Lead Facilitator - Terry P.
Inside co-facilitators - how TP started
Relationship with CRM @ Folsom
Put a lot of effort into building relationships with CCR facilitators in general
Build community for incarcerated individuals, safe container to explore past trauma, limiting FWP offers a place of healing from their past traumas
Develop a "family" a trusting place where they can be themselves
Provide tools and skills that allow people to go before the parole board and move toward a life of freedom

A certification/letters in their file to use for parole boards. We advocate for their freedom
Reduction of time against the sentence for hours they spend in the group
Parole board is acutely aware of the program and what we deliver

Inside lead and co-facilitators
Building a sense of community and belonging (family)

Facilitator handbook and curriculum, and training
Weekend intensive at Folsom

What are the opportunities for growth, expansion, pivoting or impact?

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Which of these is most important?

We are able to deliver our curriculum to more participants and possibly in other prisons
Copywriting our curriculum, potentially trademarking our name

Inside facilitation, identifying, training, and empowering inside facilitators (intrinsic motivation, don't do it for the payment)

Application on the website for people who are interested in becoming facilitators

Bringing an individual who is incarcerated onto our board or on an advisory board

Increasing the size of the board

Diversifying funding streams. Grants are primary funding source currently.

Growth within the community - support group for families of incarcerated individuals

Growth of awareness for FWP within the community

Develop strong re-entry arm within the organization

Develop a list of the organizations or individuals in other states who would want the training and curriculum that FWP provides. Colleges, universities, law schools, other nonprofits.

FWP to collaborate with other CBO. TPW Network members.

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List of Aspirations

What do we care deeply about? What are our most compelling ideas? What strengths do we want to add?

Which of these is most important?

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Link on the website and encourage formerly incarcerated individuals to apply to be a facilitator	Develop a facilitator training program for those on the inside and on the outside
Develop a facilitator training program for those on the inside and on the outside	Have more inside facilitators in more facilities like San Quentin
Have more inside facilitators in more facilities like San Quentin	Build a sustainable organization with a strong cash reserve
Build a sustainable organization with a strong cash reserve	Increased donor base, develop a database
Increased donor base	Improved social media FB and IG through increased capacity
"Adopt a man" to put one man through programming	Quarterly newsletters, up to date enews distribution list
Normalize conversations around incarceration - guest speakers at high schools and colleges	
Develop a Spanish speaking curriculum	
Deliver curriculum in women's prisons - curriculum is gender neutral	
Translate portions of the website to Spanish	
Broader awareness of our new website	
Improved social media FB and IG through increased capacity	
BHAG - provide actual employment opportunities for formerly incarcerated individuals, ,	
Nonprofit employment opportunity - workforce training opportunities in areas like roofing, social enterprise	
Leadership Succession Strategy for Malcolm and for others in Freedom Within Project	
Potentially develop an earned income stream by selling our curriculum and training	
One pager about the organization to send to people who are participating in the group, for them to send to their families. Opportunity for participants to take ownership of the work they are doing.	
Quarterly newsletters, up to date enews distribution list	
Clear job descriptions and evaluations for board and staff	

List of Results

What would success look like? What meaningful measures would indicate that we are on track? What do our stakeholders expect?

Which of these is most important?

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6-9 months of operating expense as a cash reserve

Expand to 4 facilities in the next 3- 5 years. a women's facility. Double in next 10 years, possible expansion to other states.

Develop a comprehensive system by which we can measure and track outcomes.

Organization to develop common, human centered language e.g. formerly incarcerated individuals, residents vs. inmates.

Passive income like recurring donations.

Fully staffed and engaged board - full participation

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In Spanish the name of our organization is "Libertad dentro del proyecto"