



Case Study: Youth Future Academy

Transforming Community Engagement Through Strategic Leadership Coaching

Future Leaders Academy, an after-school program serving 180 children in underserved Oakland neighborhoods, faced a critical challenge: despite eight years of strong academic and enrichment programming, the organization remained disconnected from the broader community. Their impact was real, but their reach and relationships were limited.

The Crisis Point (Early 2025): The organization stood at a crossroads, needing a new approach to community engagement to fulfill its mission and unlock its full potential.

Warning Signs: The Engagement Crisis



Volunteer Shortage

Only 12 active volunteers for 180 students



Board Giving

31% participation, average gift under \$200



Intern Turnover

Three consecutive interns quit mid-program citing "lack of direction"



Event Attendance

Events at only 40-60% capacity



- Two years of missed fundraising goals (\$275K goal vs \$180K raised)
- Waiting list of 89 families, no capacity to expand
- Parent engagement limited to required pick-up interactions

The Turning Point: Anton's Coaching Partnership

When Sarah Johnson, the new Director of Community Engagement, reached out to Society's Bedrock, she was overwhelmed and searching for direction. Anton, the CEO, recognized the need for leadership development rather than a quick fix.

"I had great ideas but no strategic framework. Every initiative felt scattered." — Sarah Johnson



Month 1-2: Foundation Building

- No volunteer pipeline or retention strategy
- Board unclear on fundraising expectations
- Reactive marketing, not strategic
- Staff silos blocking outreach
- Parents seen as customers, not partners



Strategic Implementation & Results

Anton's coaching went beyond tactics—he helped Sarah see the interconnected ecosystem of engagement, fundraising, and program quality.

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Volunteer Transformation

- Skill-based volunteer opportunities
- Mentorship program for volunteers
- Recognition and appreciation events



Results

- Active volunteers grew from 12 to 67 in 4 months
- Retention rate up to 89%
- 23 volunteers became monthly donors (\$14,200/year)
- Parent volunteerism up 340%

Reviving Interns, Boards, and Events



Intern Program Revival

- Clear roles and learning objectives
- Mentorship with staff
- Professional development workshops
- Regular feedback sessions

Outcomes: 100% intern completion, 78% continued as volunteers, two hired as staff.



Board Development Revolution

- Individual donor cultivation
- Annual giving expectations (\$1,000 minimum)
- Board-family pairings
- Monthly "impact moments"
- Board retreat for fundraising skills

Results: 100% board giving, average gift up to \$1,250, \$47,000 raised via networks, board expanded to 13.

Marketing & Events Transformation

- Integrated volunteer recruitment and donor pipeline
- Content calendar for success stories
- Community ambassador program

Event Success: Sold-out gala (250 attendees), three community events at 100% capacity, 420% social media growth, 17 media stories.





Organizational Transformation: Fundraising Breakthrough

The revitalized community engagement strategy led to a dramatic fundraising turnaround.

\$312K

Funds Raised

Year one goal exceeded (\$275K goal)

298

Active Donors

Up from 134 the previous year

11

Corporate Partners

Up from 3 local businesses

67%

Grant Success Rate

Improved from 35%

Program Expansion & Parent Engagement



Middle School Program Launch

- \$180,000 in startup funding secured
- 34 families committed pre-launch
- 12 new volunteers for mentorship
- Board member led development committee



Parent Engagement Program

- 67 parents in English classes
- Monthly family events (85% attendance)
- Parent leadership council (11 members)
- 180 parent volunteer hours monthly

The Ripple Effect: Organizational Excellence

Staff Development

Retention up from 67% to 94%,
three staff in professional
development, monthly all-staff
meetings, satisfaction up to 4.6/5

Johnson's Leadership

Promoted to Associate Director,
national conference speaker,
mentoring peers, leading learning
cohort



Financial Growth

Operating reserve up to 4.8 months,
25% salary increases, new positions
created, 3-year strategic plan

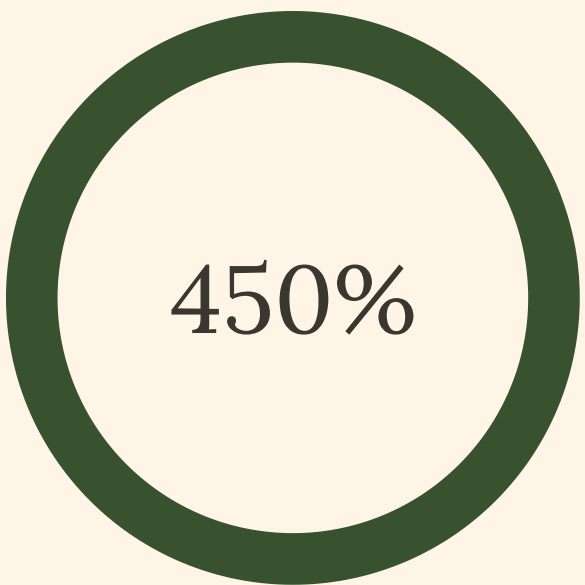
Community Recognition

Mayor's Award, featured at
statewide conference, waiting list up
to 156 families, 47 support letters

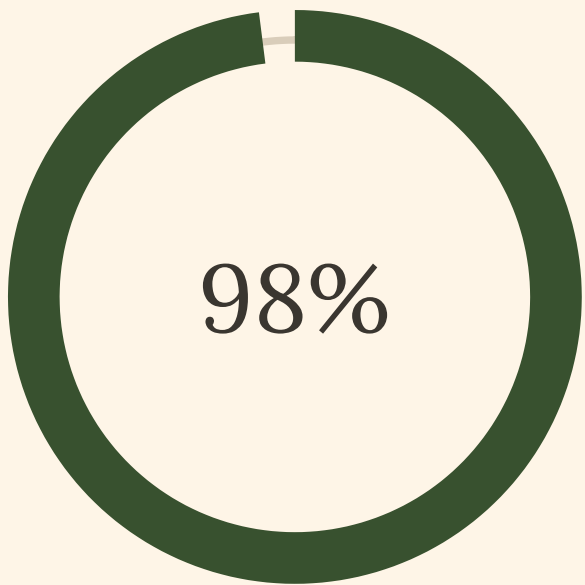
Measurable Impact & Sustainable Systems



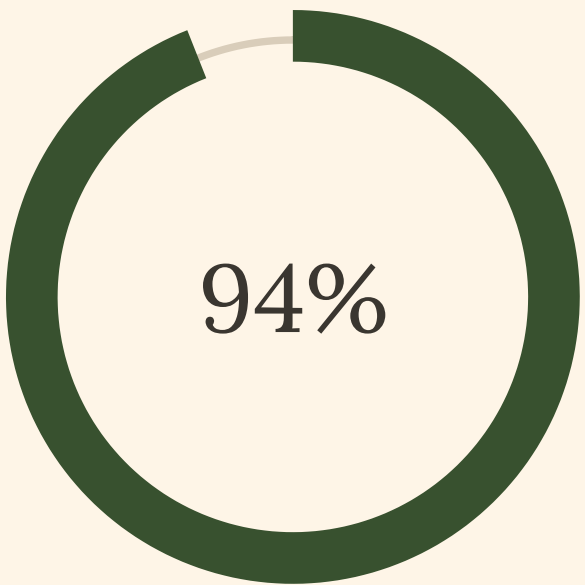
Volunteer Hours
Up from 144 monthly



Parent Involvement
Increase across all programs



Event Attendance
Average capacity reached



Student Advancement
Advanced to next grade level



Financial Growth
Revenue up 78%



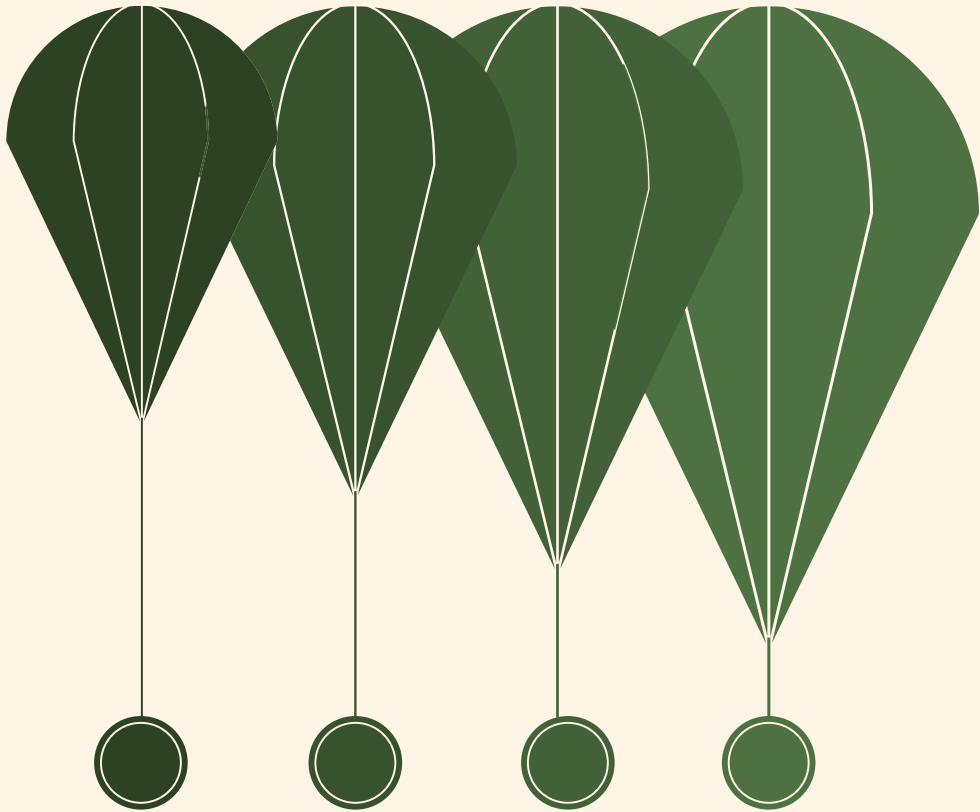
Capacity Expansion
Program capacity doubled



People & Governance
Turnover 6%, board 2.8→4.7



Student & Family Outcomes
Academic +23%, 67% college-prep



Sustainable Systems for Growth: Community engagement playbook, streamlined volunteer onboarding, board development cycle, integrated marketing calendar, and parent leadership pathway now ensure ongoing success.



Key Leadership Lessons:

- Community engagement is an organizational strategy
- Volunteer and donor systems are interconnected
- Board giving starts with engagement and ownership
- Parent partnership is foundational
- Weekly coaching accelerates transformation
- Early wins create momentum for bigger goals

Looking Ahead: Sustaining the Transformation

- Open high school transition program in 2026
- Launch satellite location for 150 more families
- Create community engagement training for nonprofits
- Develop social enterprise for 15% of revenue

"Anton didn't just coach Sarah—he coached our entire organization to see community differently. The weekly sessions created accountability that transformed our culture. We're not the same nonprofit we were a year ago." — Julie Klein, Executive Director

Society's Bedrock coaching is now available to nonprofit leaders ready to transform their community engagement and organizational effectiveness. Contact Anton at anton.timms@societysbedrock.com.