

GLOBAL PRESS STRATEGIC PLAN

 **Global Press**
2023-2025

GLOBALPRESS.CO

Global Press Strategic Plan



Since 2006, Global Press has worked tirelessly to demonstrate that local women journalists around the world can and should be the world's reporters of record. Our path hasn't been easy, but our commitment has been steadfast.

Now, we are in a moment where our journalism is strong, our organization thriving and the world wants more.

We know these next three years will be the most consequential in our history. So we designed our 2023-2025 Strategic Plan to catapult our work to new levels of relevance and impact.

We will expand and evolve our editorial systems to produce more flexible print and digital content. We will double our efforts to serve our priority audiences, some of the hardest to reach people on earth. We will serve audiences in the U.S. and Europe by expanding our partnerships. We will build new bureaus across nine countries. We will grow four revenue streams to support our organization. And we will continue to fill our team with fierce professionals who unapologetically serve our mission.

Thank you for your support.

Strategic Plan Overview

The Global Press Strategic Plan (2023-2025) centers five core objectives that, when realized, will transform our organization, our audience and our world.

Objective 1: Our Audience

We will build cross-functional audience teams to ensure our ability to serve both hard-to-reach audiences in coverage countries and growing international audiences via direct, social, and partnership channels.

Primary Outcomes: Prioritize reach and engagement strategies to serve local audiences in coverage countries and people in the U.S. and Europe.

Objective 2: Our Journalism

To engage our diverse audiences, we know our journalism needs to innovate. We'll transform editorial leadership to employ more agile systems that yield more diverse and relevant storytelling.

Primary Outcome: Disrupting global narratives by engaging audiences

Objective 3: Our Global Footprint

To maximize audience and impact, we must continue to prove the Global Press model is effective across diverse regions and market types. We will open as many as 20 new bureaus across at least nine new coverage countries, while continuing to expand and strengthen current coverage locations.

Primary Outcome: Delivering exceptional journalism to audiences in diverse global markets

Objective 4: Our Systems

To ensure the wellbeing of our global team members, the efficiency of our systems and the potency of our journalism, we will continue to invest in organizational systems that create a stable, well-run organization.

Primary Outcome: Efficient and effective HR, IT and risk management systems mitigate risk and enable excellence

Objective 5: Our Revenue

To enhance stability and ensure our ability to meet the bold objectives in the plan, we will grow four revenue streams, including institutional, major gifts, events and earned revenue, to ensure a minimum of 60% revenue growth by the end of 2025.

Primary Outcome: Strong, stable resources to fuel growth and impact

2023 Operating Budget

Revenue	
Grants – Unrestricted	\$4,200,000
Grants – Restricted	\$750,000
Major Gifts	\$900,000
Individual Contributions (under \$1k)	\$100,000
Earned Revenue	\$850,000
Total Income	\$6,800,000
Operating Expenses	
Global Personnel	
Global Editorial Salaries	\$1,985,000
Global Reporter Salaries	\$696,050
Global Press Accuracy Network	\$360,000
Global Expansion and Training Salaries	\$284,300
Global Operations & Audience Salaries	\$646,060
Development Salaries	\$365,160
Benefits & Pension Expense	\$274,000
Payroll Tax Expense	\$189,650
Total	\$4,568,220
Program Services	
Board & Staff Development	\$55,000
Duty of Care	\$264,000
Finance & HR	\$72,000
Brand Development	\$184,500
Editorial Tools & Supplies	\$140,000
Software & Communications	\$47,840
Global Occupancy	\$32,000
Global Travel	\$200,000
Web Development	\$40,000
Total	\$1,035,340
Support Services	
General Administration	\$517,000
Global Banking Fees	\$24,500
Fundraising	\$50,000
Total	\$591,500
Total Operating Expenses	\$6,195,060
<i>Total Reserves</i>	<i>\$1,404,940</i>

2024 Operating Budget

Revenue	
Grants – Unrestricted	\$4,500,000
Grants – Restricted	\$925,000
Major Gifts	\$1,000,000
Individual Contributions (under \$1k)	\$150,000
Earned Revenue	\$1,100,000
Total Income	\$7,675,000
Operating Expenses	
Global Personnel	
Global Editorial Salaries	\$2,103,600
Global Reporter Salaries	\$835,260
Global Press Accuracy Network	\$432,000
Global Training Salaries	\$341,160
Global Operations & Audience Salaries	\$775,272
Development Salaries	\$438,192
Benefits & Pension Expense	\$328,800
Payroll Tax Expense	\$227,580
Total	\$5,481,864
Program Services	
Board & Staff Development	\$60,500
Duty of Care	\$290,400
Finance & HR	\$79,200
Brand Development	\$202,950
Editorial Tools & Supplies	\$154,000
Software & Communications	\$52,624
Global Occupancy	\$35,200
Global Travel	\$220,000
Web Development	\$44,000
Total	\$1,519,000
Support Services	
General Administration	\$620,400
Global Banking Fees	\$29,400
Fundraising	\$60,000
Total	\$709,800
Total Operating Expenses	\$7,330,538
<i>Total Reserves</i>	<i>\$1,749,402</i>

2025 Operating Budget

Revenue	
Grants – Unrestricted	\$5,000,000
Grants – Restricted	\$925,000
Major Gifts	\$1,250,000
Individual Contributions (under \$1k)	\$200,000
Earned Revenue	\$1,750,000
Total Income	\$9,125,000
Operating Expenses	
Global Personnel	
Global Editorial Salaries	\$2,524,320
Global Reporter Salaries	\$1,002,312
Global Press Accuracy Network	\$518,400
Global Training Salaries	\$409,392
Global Operations & Audience Salaries	\$930,326
Development Salaries	\$525,830
Benefits & Pension Expense	\$394,560
Payroll Tax Expense	\$273,096
Total	\$6,578,237
Program Services	
Board & Staff Development	\$66,550
Duty of Care	\$319,440
Finance & HR	\$87,120
Brand Development	\$223,245
Editorial Tools & Supplies	\$169,400
Software & Communications	\$57,886
Global Occupancy	\$38,720
Global Travel	\$242,000
Web Development	\$48,400
Total	\$1,252,761
Support Services	
General Administration	\$744,480
Global Banking Fees	\$35,280
Fundraising	\$72,000
Total	\$851,760
Total Operating Expenses	\$8,682,758
Total Reserves	\$2,191,644