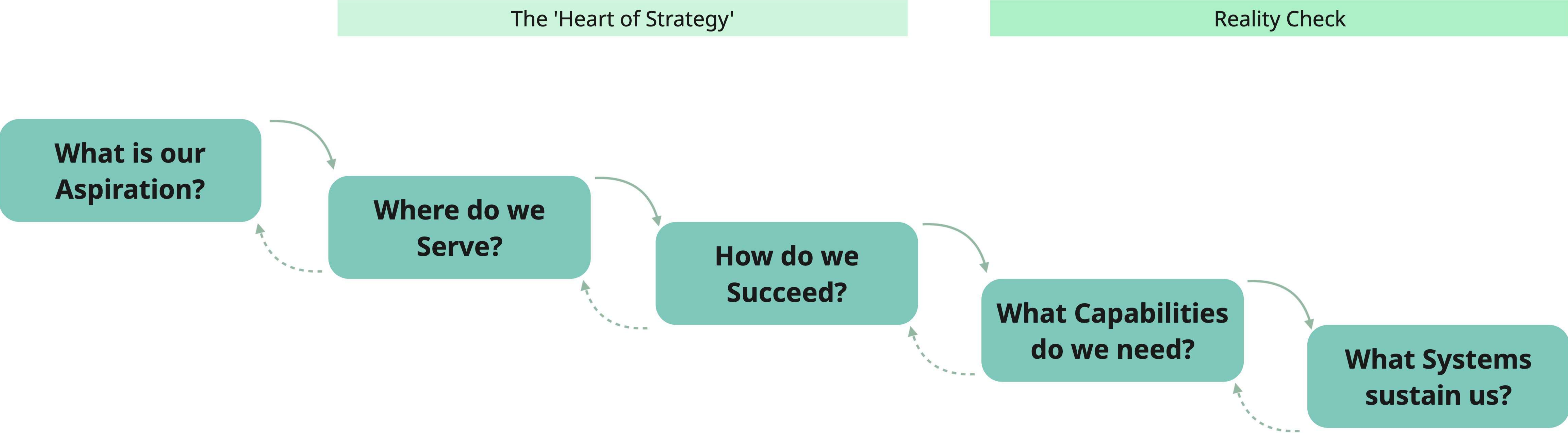
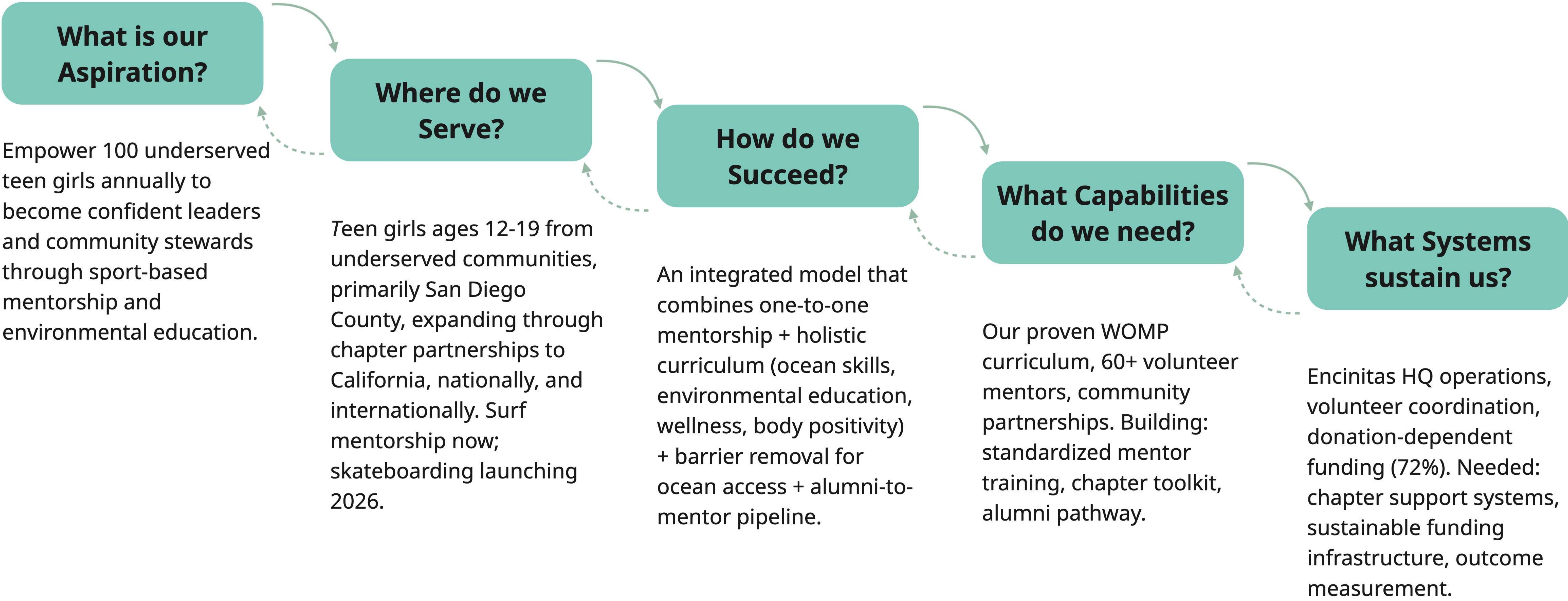


Our Approach: Strategy Choice Cascade



Our Current Strategy



A Curse and a Blessing

Changing Tides spent 10 years creating a curriculum and empowering teen girls where no such ability existed in San Diego. Amazing!

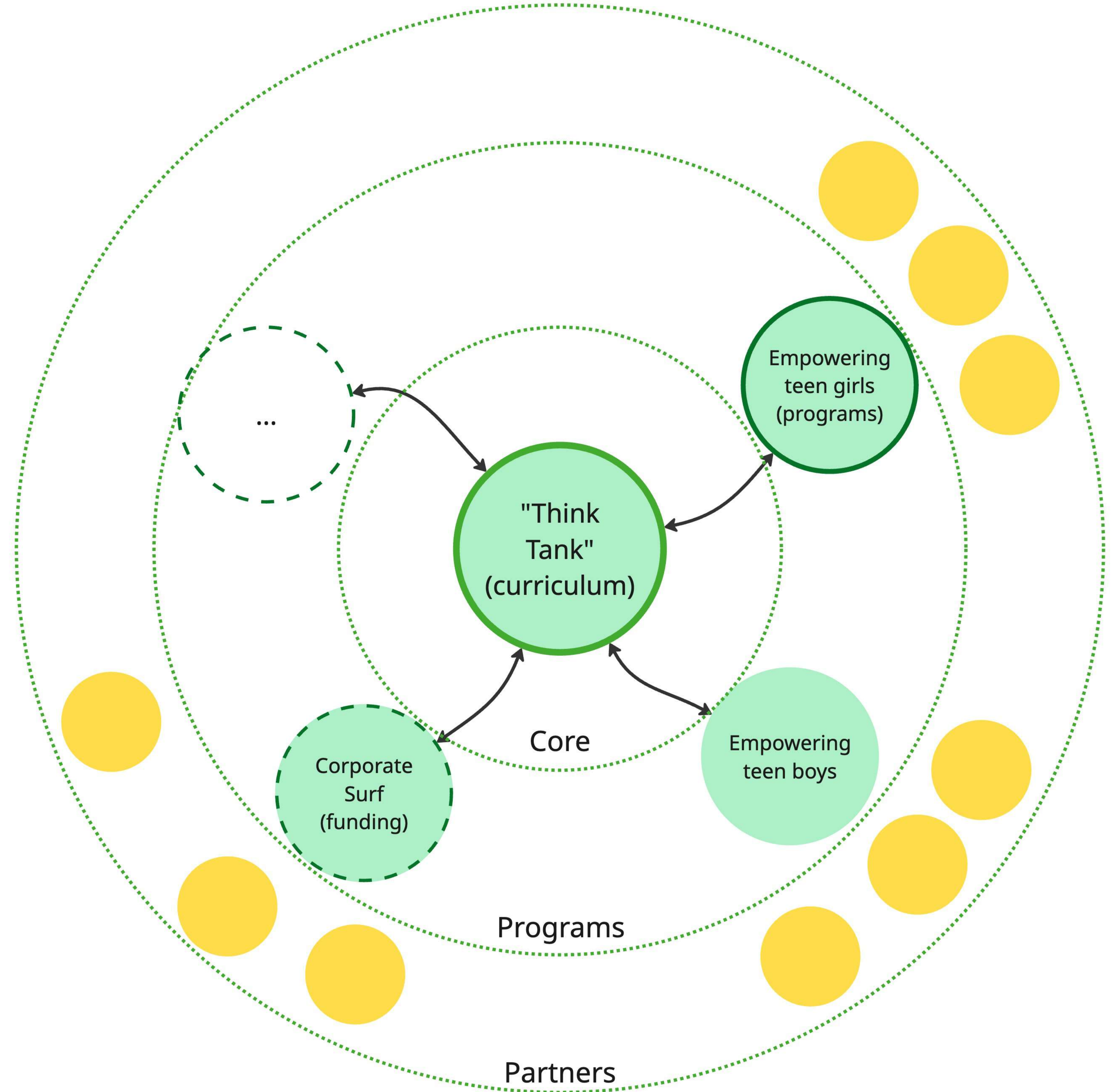
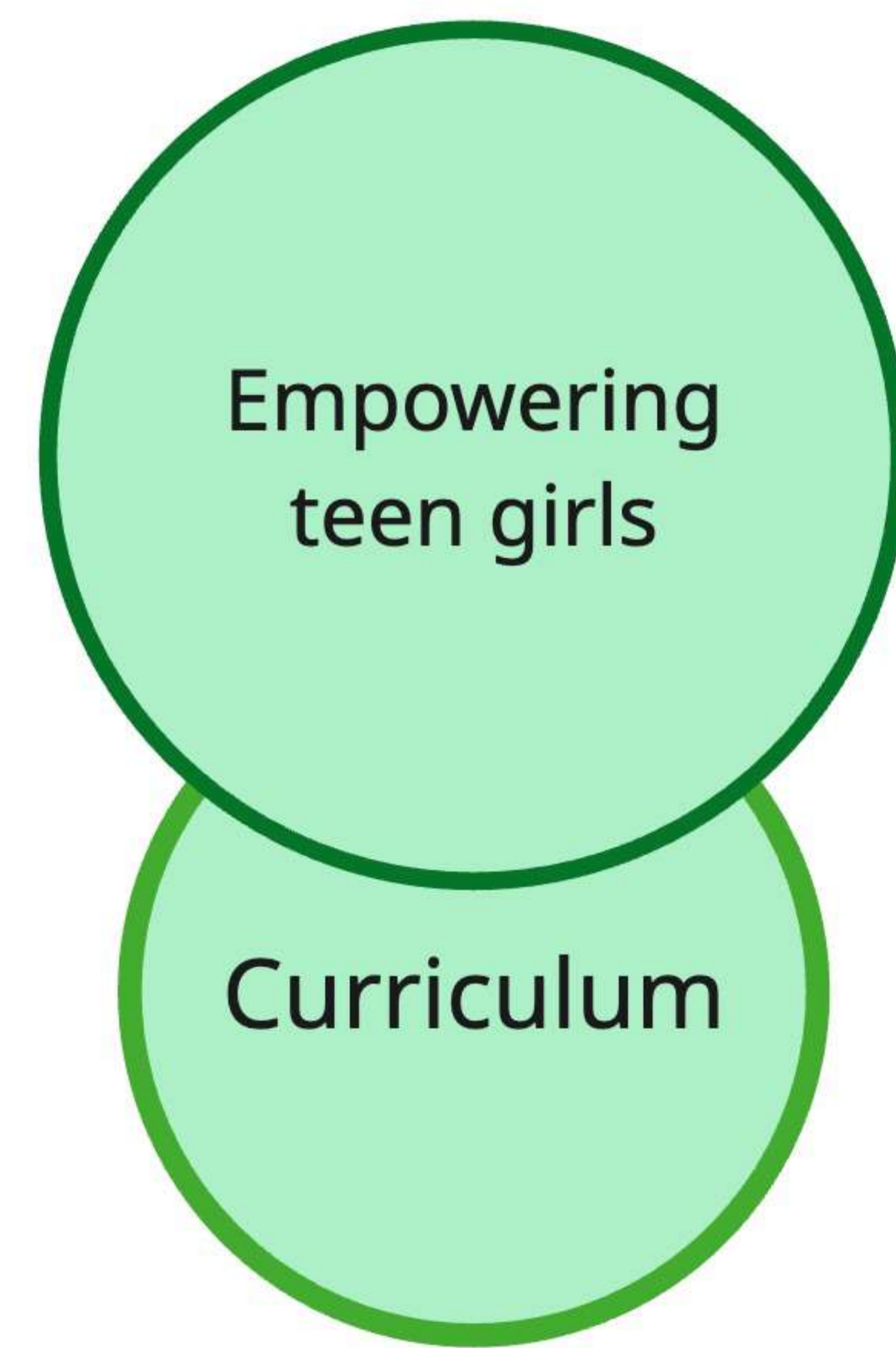
The curriculum was shared with other nonprofits wanting to serve in the same space. Very generous!

But, the number of nonprofits using the curriculum grew, creating duplicate programs, and drawing funding away.

the Insight

The Curriculum is has great adoption and impact,
and is the key to creating the *greatest Impact possible!*

How might we create the greatest impact?



Our Proposed Strategy draft

