

2020-2022

STRATEGIC  
PLAN

Queen's  
Gambit

enriching lives, one move at a time



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## INTRODUCTION

# WHERE WE ARE NOW

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When the Queen's Gambit Chess Institute was founded, our first major goal was to implement chess programming and opportunities in every district of Pittsburgh. After years of working in the community and establishing strong partnerships, our mission and vision has grown. We envision a future where strategy and critical thinking are at the forefront of every initiative, project and development in Western Pennsylvania and beyond.

This strategic plan serves as a framework for the future of Queen's Gambit over the next two years. Our goal, as originally intended by our 2017 Business Plan, is to establish The Queen's Gambit as a social enterprise and continue to build on the successes of the nonprofit Chess Institute. The plan includes our five key focus areas ranging from securing a better financial model to growing and strengthening fundamental partnerships.

Chess is a team sport. It takes a diverse community of individuals to turn this vision to life. 2019 was a year to reflect on our accomplishments and think critically about the future ahead. As 2020 approaches, we need your feedback and support.

With gratitude,

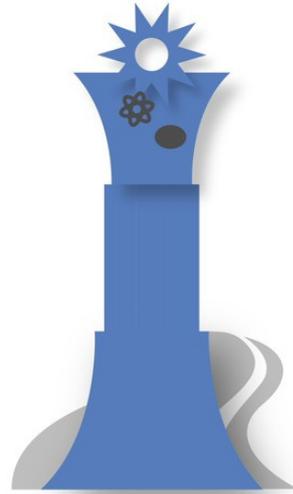
**Ashley Lynn Priore**

*Founder, President, and CEO*

## THE QUEEN'S GAMBIT CHESS INSTITUTE

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The Queen's Gambit Chess Institute is a Pittsburgh based non-profit organization dedicated to teaching chess to the community, ensuring every child has the necessary tools and opportunities to learn the game of chess through a 21st-century approach to education. We use strategy and critical thinking to impact Pittsburgh through various educational, social, political, and economic initiatives and regional partnerships.



The Queen's Gambit Chess Institute

INSPIRE THE NEXT GENERATION OF LEADERS

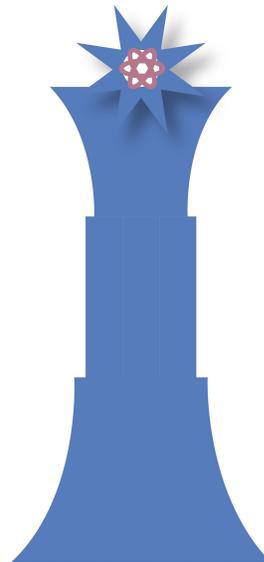
FORGE CREATIVE PARTNERSHIPS

ENHANCE CRITICAL THINKING AND DEVELOPMENT SKILLS

## THE QUEEN'S GAMBIT, INC.

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Founded on the belief that chess is a catalyst for change, Queen's Gambit encourages communities and individuals to use strategy tools to navigate the future. With long-lasting partnerships, we are a network of changemakers in the larger movement towards a critical thinking world.



The queen still stands as a our central figure. Now, we are expanding the possibilities and making chess programming a specific nonprofit dedicated to chess programming and outreach. The Inc. will stand for our economic and community development goals with a special focus on strategy consulting and "chess theory."

# ORGANIZATIONAL STRUCTURE

More than a "chess club"

1

## UNIVERSITY OF PITTSBURGH SCHOLASTIC CHESS CENTER

Our goal is to put Pittsburgh on the map as a top destination for chess. The University of Pittsburgh is a distinguished comprehensive university founded in research and innovation. We envision for establishing the first scholastic chess center in Pittsburgh with the support of the University.

2

## PITTSBURGH PUBLIC SCHOOLS CHESS CENTERS

Chess in the schools is a global movement to help ensure that every young person has access to the game and its many benefits. By establishing school-wide centers and implement of chess education during academic year, we further support the benefit that every child can achieve excellence.

## **3 CITY CENTERS**

Ensuring every individual has the opportunity to enjoy the game of chess is at the center of what we do. By establishing centers in key districts of Western Pennsylvania, this will serve as a model for implementation in other cities across the U.S. States.

## **4 CURRICULUM CENTER**

The Curriculum Center seeks to build enriching and relevant curriculum and content for all levels of chess education and scholarship. Working with the Advancement Center to ensure all curriculum is up-to-date with latest research and findings, the Center aims to make curriculum accessible for all in innovative and collaborative ways. We work with software developers for a richer experience.

## **5 ADVANCEMENT CENTER**

The Advancement Center seeks to be a hub for research about chess and collaborate with key resources and institutions in the community to keep the game sustainable for the future. The center works to evolve the game for future generations, and works directly with the Curriculum Center to ensure lesson plans are up to date and impactful for all students. We seek to publish various findings annually.

# ORGANIZATIONAL STRUCTURE

Strategy Consulting, Idea Hub & Initiatives

## Center for Strategic Social Innovation and Critical Thinking

The Center is the main center of Queen's Gambit where the benefits of chess are used to spark innovation and collaboration. We support organizations and individuals and help to achieve their goals through chess theory. This is also where we establish initiatives to support an evolving world.



Idea Box



Initiatives Center



The Pittsburgh Neighborhood Project



CHESS THEORY:  
A new new  
science.

# Office of Future and Strategic Planning

This Office leads strategic and master planning across all sectors. Working closely with the Center for Strategic Social Innovation and Critical Thinking, the Office ensures each and every goal is occurring in a thoughtful and sustainable way.



Pittsburgh Master Plan

## Office of Partnerships and Innovative Collaborations

Without community support and team work, sustainable growth will not occur. This Office is dedicated to growing and fostering long-longlasting partnerships across all sectors. Just like each chess piece on the board, every individual plays a role in the community.

# Queen's Gambit

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# OVERARCHING DEPARTMENTS

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## Business and Operations

Administration

Development

Marketing and Communications

## Enrollment and Expansion

9 Districts of Pittsburgh and Surrounding Boroughs

Government and Community Relations

Queen's Gambit Chapters

## Special Events Center

Chess Week

Chess, Community and Conversation

Pittsburgh Chess Conference

Other Events

# STRATEGIC GOALS

## ENHANCE OUR LONGTERM MISSION AND VISION

Queen's Gambit will become a social enterprise and house Inc. and Chess Institute. We will work directly with the community to ensure our new mission and vision is meeting their needs.

## SECURE AND IMPLEMENT SUSTAINABLE FINANCIAL MODELS

Queen's Gambit will establish a new revenue model that will incorporate investor, foundation and donor support as well as significant fundraising.

## BETTER DEMONSTRATE OUR BRAND AND MARKETING

Queen's Gambit will work to create a more streamlined brand and enhanced our marketing across digital platforms.

## GROW AND STRENGTHEN FUNDAMENTAL PARTNERSHIPS

Queen's Gambit will strengthen our already existing partnerships and work towards growing our network.

## TAKE IT GLOBAL WITH A STRATEGY CONSULTING MODEL

Queen's Gambit will take its unique model global and share chess theory across the United States.

## ESTABLISH A PHYSICAL LOCATION

Queen's Gambit will establish a physical location with departmental offices and an urban community space for chess education.

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enriching lives, one move at a time

## **Board of Directors**

Ashley Lynn Priore

Drew Miller

Jacob Boyce

Lisa Palmieri

Megan Fogt

Prem Rajgopal

## **Thank You to Our Funders**

The Grable Foundation

Remake Learning

Various Donors

