

# RBTV

## 2025-2030

STRATEGIC PLAN



UNLOCKING TOMORROW'S GREATNESS.

# LETTER FROM LEADERSHIP

## *Dear Friends, Supporters, and Champions of RBTV,*

As we embark on this next chapter, we do so with a profound sense of purpose and anticipation. The past four decades have laid a remarkable foundation, and today, we stand ready to build upon that legacy—scaling our impact to empower thousands of young people to thrive in life, faith, and community.

Through this Strategic Plan, we affirm our unwavering commitment to nurturing every villager and retiree along their journey. We will expand our programs, grow our endowment, and strengthen our alumni network, all while holding fast to the values that have shaped us: love, peace, patience, and humility.

This is more than a plan—it is a bold declaration of our future. With your partnership, we will continue to amplify our reach, steward our resources faithfully, and uplift the next generation of leaders, changemakers, and faithful stewards of our community.

We invite you to join us in this transformative journey.

## *With gratitude and faith on behalf of the Burton Family,*



Ron Burton, Jr.  
President, Board of Directors  
RBTV, Inc.



Phil Burton  
Executive Director  
RBTV, Inc.





# EXECUTIVE SUMMARY

As RBTV enters a transformative new chapter, we are expanding our reach to serve thousands more youth—nurturing their personal, spiritual, and professional growth. Through enriched programming, a strengthened endowment, a vibrant alumni network, and powerful partnerships, RBTV will empower every participant—villager and retiree alike—to discover their purpose and thrive.

To bring this vision to life, we will complete our North Campus Complex, and within it, build a dynamic, year-round Youth Development —offering career exploration, trades training, artificial intelligence education, and swimming—creating a space where dreams are awakened and futures are forged. At the heart of it all is our unwavering commitment to operational excellence, financial stewardship, and Christ-like love, ensuring RBTV continues to transform over 12,000 young lives in the next five years.



# STRATEGIC DIRECTION STATEMENT

## Taking RBTV to Another Level

RBTV will scale programs to impact thousands of youth by expanding pathways from campus to college, vocational training, and careers. Through our proven youth development model, fortified endowment, alumni engagement, and strategic partnerships, we will empower every participant to discover and fulfill their purpose, becoming beacons of hope within their communities.

## Cultivating Operational and Mission-Driven Excellence

We will strengthen operational excellence and stewardship of resources to sustain our mission. By embracing our core values—love, peace, patience, and humility—RBTV will amplify our positive influence on over 12,000 young lives.

**RBTV  
Campus  
Youth**



**Youth Development  
Center**

**College  
or  
Career  
or  
Military**



*Bridge to Opportunity*



# ORGANIZATIONAL IDENTITY



## **Divine Vision:**

To be a place where people come to meet God.



## **Vision:**

An organization that supports the development of the entire human being.



## **Mission:**

To train youth to achieve their purpose, despite life's challenges, through education, leadership, physical wellness, social advancement, and spiritual growth.



## **Core Values:**

- Love
- Humility
- Patience
- Peace



# OUR CURRENT PROGRAMS

## The Journey

A multi-year program of perseverance and exploration that exists year-round to create a compassionate, forward-thinking leader.





## The Retreat

A high-impact program exposing participants to the core values of love, peace, patience, and humility to inspire a new way of living.



# STRATEGIC GOALS

## GOAL **1** Program Enhancement (Capacity)

Grow programs to serve 2,000–2,500 youth annually.

- Staff programs at full capacity.
- Establish an additional three new school partnerships annually.
- Launch RBTV Clubs pilot program.
- **Begin construction to complete the North Campus Complex (NCC) by 2026**
- **Break ground on a year-round Youth Development Center (YDC) by 2027.**
- **Launch YDC by 2030 to expand access to trades, AI, and swimming instruction.**





# North Campus Complex



TIMELINE

<b>2025:</b> Finalize Design and Secure Funding	<b>2027:</b> Break Ground	<b>2029:</b> Grand Opening	<b>2030:</b> Full Integration into Programming and Partnerships
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Serve 2,000 to 2,500 Youth Annually

# GOAL **2** Expand Pathways Beyond RBTV

Forge strategic partnerships to ensure 100% participant placement in college, careers, or military service.



**100% College,  
Careers, or  
Military Service**

- Expand partnerships across all career tracks.
- Develop robust career-matching process.
- Establish participant tracking system.
- **Position the YDC as a hub for hands-on training in trades, AI, and workforce readiness.**
- Host on-site partner-led programming to bridge internal development with external placement.





# GOAL **3** Broaden Fundraising, Development, & Advancement

Build a \$50M endowment by 2035.

- Establish endowment campaign team by Fall 2025.
- Secure \$20M within the endowment by 2028.
- Increase donor base by 25%.
- Secure \$2.1M in grants annually.



**Build \$50M  
Endowment  
by 2035**



# GOAL **4** Hone Operations

Ensure financial compliance and establish a financial crisis-response task force.

- Maintain staffing at 90% or higher.
- Implement real-time donation (cash & in-kind) data collection.



**Maintain  
Staffing at 90%  
or Higher**





# GOAL



## Maintain Core Identity



Share Christ's love in every program and train staff in faith-based leadership.

- 80%+ participant satisfaction in spiritual growth.
- 90%+ staff participation in faith-based training.

**90%+ Staff  
Participation  
Faith-Based  
Training**

# RBTV HISTORICAL TIMELINE



## GOVERNANCE

### RBTV, Inc. Board of Directors

Ron Burton, Jr., President  
Luis Alvarez, Secretary/Clerk  
Anthony Black, Director  
Kayla Burton, Director  
Fred Seymour, Director





**“It takes a Village...”**

## Contact Us:

### Ron Burton Training Village

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**LOVE | PEACE | PATIENCE | HUMILITY**

The Ron Burton Training Village complies with the Massachusetts Department of Public Health regulations and is licensed with the Hubbardston Board of Health.