



GEORGIA WATCH



three-year strategic plan
2025-2027



Vision, Mission and Values

Vision

Equity and justice for all Georgia consumers.

Mission

To protect and inform Georgia consumers so all Georgians prosper and their communities thrive.

Organizational Values

We believe:

To achieve our vision, all Georgians must have equitable access to opportunity.

Georgians should thrive wherever they choose to live.

Justice means all communities know and are empowered to assert their rights.

To succeed, Georgia Watch must be a relentless advocate for all Georgia consumers.

Priority Impact Areas

Georgia Watch focuses on the issues we know have a significant impact on consumers' economic security and quality of life. Problems impacting quality of life are interconnected; solutions must be holistic.



Consumer Energy

We advocate on behalf of residential and small business customers before the Public Service Commission (PSC) and at the State Capitol. We raise public awareness of PSC proceedings and other energy issues impacting our state's environment, economy and ratepayers' pocketbooks with a particular focus on assisting lower-income consumers who are particularly burdened by the high cost of utilities.



Healthcare Access

We seek to ensure and expand access to safe, quality, affordable healthcare for all Georgians. We offer direct assistance through our toll-free help line, educational resources and workshops. We encourage the adoption of hospital policies that benefit vulnerable consumers, produce in-depth policy reports, raise awareness through the media, convene stakeholders to forge partnerships for change and promote policy solutions to achieve health equity.



Financial Protection

We focus on ensuring laws are in place to protect consumers' financial wellbeing, such as preventing predatory lending, and on opening doors to the financial mainstream. We assist consumers with their financial literacy by teaching the importance of bank accounts and credit ratings, effective ways to avoid becoming a victim of identity theft and fraud, proactive approaches to financial management, and avoidance of predatory lending products that often lead to additional debt. We particularly work to help disenfranchised communities gain access to financial products and services to close opportunity gaps and promote economic mobility.



Access to Civil Justice

We work to protect the right to trial by jury and promote access to the courts for all Georgians. At the state and federal levels, we oppose laws that place limits on access to the civil justice system, cap damages, expand the use of mandatory arbitration, and limit class action lawsuits. We file amicus briefs in important Georgia appellate court cases that impact consumers' access to civil justice. We also inform the public about important judicial decisions that may affect consumer rights.

Strategic Plan -Goals & Strategies



Goal 1:

Goal 1: Conditions in place to effect policy and systems change in Georgia Watch's 2025-2027 priority impact areas that benefit Georgia's consumers.

Strategies for Goal 1:

1. Build a connected network of advocates capable of effecting policy and systems change.
2. Regularly inform partners, policymakers, and community-based organizations (CBOs) about our work to increase the number of them seeking our expertise and collaboration on consumer-related issues.
3. Build strong partnerships in all regions of the state through our statewide coalition model.
4. Leverage our strong partnerships to engage communities and raise awareness of consumer issues.
5. Educate CBOs and consumers around the state about advocacy and equip them to effectively engage in advocacy.

Goal 2: Policy and systems change in Georgia Watch's 2025-2027 priority impact areas to reduce barriers and increase access to quality goods and services, economic opportunity, and safe financial products.

Strategies for Goal 2:

1. Conduct research, gather data, and collect stories from consumers to identify and demonstrate policies and practices that create barriers to thriving conditions.
2. Develop recommendations to change policies and practices that cause negative impacts disparately burdening marginalized communities.
3. Produce comprehensive policy reports outlining the policies and practices that we recommend changing to reduce disparate impacts and increase access to opportunity.
4. Engage and mobilize partners, policymakers, CBOs, and communities in support of these policy recommendations.

Goal 3: Increased capacity among Georgia consumers to know and advocate for their rights.

Strategies for Goal 3:

1. Create opportunities to inform Georgians of their rights to healthy living conditions, economic opportunity, and safe financial services.
2. Scale Georgia Watch's civic advocacy and policy workshop portfolio to new regions and underserved communities across Georgia.
3. Engage state leaders, agencies, policymakers, and regulators in townhall meetings to foster greater accountability to their constituents and their role in driving meaningful change.
4. Leverage the Georgia Financial Protection and Community Health Worker Coalitions to increase statewide knowledge of consumer rights in the marketplace.

Goal 4: Organizational capacity required to expand Georgia Watch's impact.

Strategies for Goal 4:

1. Update, maintain, and follow a comprehensive development plan to help the organization meet the resource needs outlined in our strategic plan.
2. Maintain the staff size needed to accomplish our mission.
3. Produce and implement a comprehensive communications plan to support our mission.
4. Develop and maintain an active board of directors with increased demographic diversity, expanded expertise, improved governance capability, and representation from throughout the state.
5. Support staff to pursue professional development opportunities to increase knowledge and ability.

