



## **The Family Center Strategic Plan for July 2017 – June 2019 Summary**

**Mission:** To break the cycle of child abuse and neglect by empowering parents to raise healthy children so they can reach their highest potential

**Vision:** That all children will grow up in safe, stable, nurturing relationships and environments

### **CORE VALUES**

#### **Parents**

- Are a child's first and foremost influential teachers and profoundly impact all domains of growth and development
- Deserve and can benefit from parenting coaching and support

#### **Parent Education**

- Must involve partnering with parents to enhance family relationships
- Lowers children's exposure to adverse childhood experiences (ACEs) and promotes resiliency

#### **Prevention of Child Abuse and Neglect**

- Impacts all of society compromising quality of life, safety and tax dollars
- Systemic change is essential to prevention and requires a trauma-informed culture
- Child abuse and neglect is a serious public health concern that causes lifetime physical, psychological and behavioral problems for victims

**Goal I: Provide evidence-based parent education programs that result in the greatest impact for high-risk/ACE families**

Objective 1: Align all TFC programs with best-practice approaches that demonstrate strong participant outcomes

Objective 2: Develop new and strengthen existing relationships with systems/organizations serving high-ACE families

**Goal II: Educate and influence systems interacting with high ACE families to use trauma-informed practices**

Objective 1: Provide expert training as Master Coaches for the Working for Kids: Building Skills™ (WfK) educational platform to leaders and staff or partner institutions serving families with high ACEs

Objective 2: Advocate with partner institutions to incorporate trauma-informed approaches within their culture, policies and practices

Objective 3: Collaborate with local, regional and national partners to advance our collective knowledge of ACEs and to impact public awareness and support for policies that prevent or mitigate adverse childhood experiences

**Goal III: Sustain the mission by increasing financial support for and awareness of our work**

Objective 1: Increase and diversify funding by expanding our development/marketing capacity to general financial support

Objective 2: Develop and sustain relationships that engage current and potential donors with our mission

Objective 3: Increase awareness and brand TFC as the expert in the prevention of child abuse/neglect and the connection to ACEs

**Goal IV: Effectively engage staff, board and volunteers to strengthen organizational capacity**

Objective 1: Recruit and develop staff who contribute to and grow as members of The Family Center team and help shape our culture of community, compassionate care and respect

Objective 2: Ensure that board members and other volunteers are actively engaged in meaningful and satisfying roles that advance The Family Center mission

Objective 3: Maintain, improve and explore innovation for facilities, technology and systems that support efficient operations throughout the organization

Objective 4: Continue to work towards diversity in staff, board and volunteers (ethnic, geographic, age, skill set, etc.)