



STRATEGIC PLAN

2017-2019

Impact

Implement high quality trauma informed programming that promotes the mission and vision of FNC and changes the lives of children, families and communities.

- Continue and expand continuum of education, prevention and treatment efforts designed to end the cycle of child abuse.
- Pilot holistic and expressive therapies through volunteers and special grant funding.
- Infuse and implement trauma informed care into services and organizational culture.
- Add therapeutic service options for adults impacted by abuse.

Influence

Cultivate a highly engaged, impassioned Board and volunteer force combined with a strategic communication plan to increase issue awareness and agency recognition.

- Provide opportunities for meaningful engagement, service and impact.
- Recruit and retain passionate board members to advance the mission of FNC.
- Develop comprehensive strategic marketing and communications plan to increase awareness of issues and the agency within the community.

Strategy

Increase mission impact by maximizing and diversifying our revenues to invest in programs, people and infrastructure.

Income

Diversify revenue and increase funding to ensure financial security, sustainability and growth needed to execute the strategic priorities.

- Accept 3rd party payments for diversified funding stream.
- Increase number of major gifts (\$500 or above).
- Increase and engage new donors of all levels in our work.
- Increase corporate, government and foundation support that aligns with the mission of FNC and creates expanded service opportunities.

Infrastructure

Invest in people, processes and systems for effective, efficient services.

- Develop or purchase secure data systems for efficient and effective tracking of clients, services and outcomes.
- Be an employer of choice with competitive compensation and benefits, minimal regretted turnover and positive work climate.
- Explore partnerships to leverage strengths, enhance a strong infrastructure and further the mission of the organization.
- Right size structure, position focus and workloads, including identification of new positions.