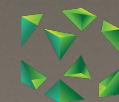




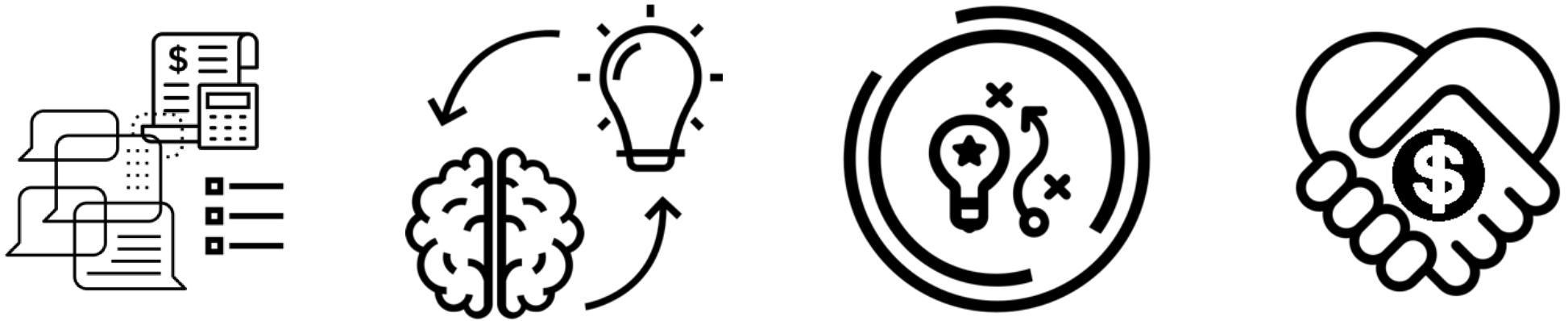
First Chance for Children Strategic Plan Commitment

June 2020





Planning Process



Diagnostic

Kick-Off
April 21st

Goals &
Priorities
April 30th &
May 4th

Action
Planning
May 12th

Commitment
June

Listening, Challenging, Contributing

Champion



Agenda

A Picture of Success – 2024 Goals

Strategic Priorities

Action Planning

Our Picture of Success – 2024 Goals



Organizational Capacity

- We are in a facility in Columbia, MO that allows us to serve more families through Lend & Learn and is ADA accessible.
 - We have storage, room for staff to work, and capacity for growth
 - We are able to host our board meetings on site and share meeting space with the community.
 - We have offices that support billable therapy for families and children.
- Our organizational roles and responsibilities for staff and board are well-defined and there is a high level of trust between the staff and board.
- We have rich data to tell our story and demonstrate outcomes.
 - We have a data sharing partnership the Columbia, MO school district in which we serve families to capture school readiness comparison data.
 - We capture pre/post data from the families we serve to best measure impact.
- We rely on data to determine where our services are needed and have ensured that all our services are available and accessible to families in four counties.
- We have identified and intentionally partnered with organizations to best deliver services in all the counties we serve.
- We are a sought-after partner throughout mid-Missouri.
- We have strong working relationships with all level of leaders within our partners across Mid-Missouri.

Our Picture of Success – 2024 Goals



Programming

- We screen all children for school readiness throughout our programming to demonstrate growth.
- Our Lend & Learn services are more accessible to all families and are welcoming community hubs.
 - We have expanded to more locations, to include strategically placed mini-L&Ls (partnerships)
 - We offer additional hours to accommodate a variety of family schedules.
 - We offer parent support groups/networks,
 - All our locations are intentionally inclusive and welcoming to all.
- Our brand is known in all the counties in which we serve. We work with our partners to ensure the First Chance name and brand are present throughout all programming, even when delivered by partners.
- We offer our full footprint of services in four counties (to include Boone County).
- We are advocates for healthy family and child outcomes to influence public understanding and educate our communities
- We serve prospective moms in their third trimester to support healthy maternal and infant outcomes.



Our Picture of Success – 2024 Goals



Finance

- We are well-positioned to begin a capital campaign to purchase a long-term facility.
- We have a robust Contributed Revenue Strategy and are less reliant on state funding and grants.
 - Board members have annual giving goals.
 - We have an Individual Donor Strategy and have increased individual donors by 100%.





Agenda

A Picture of Success – 2024 Goals

Strategic Priorities

Action Plan



Strategic Priorities

1. Cultivate resources to be intentionally accessible and inclusive to all families in the counties we serve.
2. Build and execute an inclusive, advocacy-centric brand and marketing strategy that educates and informs across all levels of our communities.
3. Develop a contributed revenue strategy that supports revenue diversification and positions us to grow our programs and supports building healthy financial reserves.

Research-based decision making is foundational to all that First Chance for Children does.



Agenda

A Picture of Success – 2024 Goals

Strategic Priorities

Action Plan

Action Plan Priority #1

Cultivate resources to be intentionally accessible and inclusive to all families in the counties we serve.



Activity	FY21				Primary Owner	Budget		
	Q1	Q2	Q3	Q4		FY21	FY22	FY23
Define and document board composition and roles. - Be intentional about Board member diversity. - Consider including specific seats for partners and/or consumers.					Abby Owen			
Analyze current and potential partner relationships and develop strategy to leverage current and identify new opportunities that maximize access to our services.					Kasey			
Develop Inclusion, Diversity, and Equity Plan.					All Staff			
Develop plan to provide services to women and families in third trimester of pregnancy.					Tammy			
Develop a working plan for families without transportation to access our events, programs, and services.					Tammy			
Lease a space that is ADA compliant and has room for administrative, board, and programming work.					Kasey			
Build expansion plan to directly provide all First Chance services in three additional counties and submit to Board for approval.					Kasey	\$ 10,000	\$ 10,000	\$ 10,000
Find four new places to hold events in each of our full-footprint counties every year (1 per quarter) and evaluate results. - Be intentional about locations and marketing. Who feels welcome in those spaces and who may not feel welcome? Where are we marketing?					Tammy			
Co-host a messy day or other similar activity with two new organizations in each of our full-footprint counties each year.					Tammy	\$ 10,000	\$ 10,000	\$ 10,000
Develop an accessibility and inclusion plan for Lend & Learn that includes additional hours, more locations, and additional partnerships.					Charity	\$ 20,000	\$ 50,000	\$ 50,000
Annually measure ourselves against the Missouri Model for Trauma Informed Practices and identify objectives for growth.					Kasey & Tammy			

Action Plan Priority #2

Build and execute an inclusive, advocacy-centric brand and marketing strategy that educates and informs across all levels of our communities.



Activity	FY21				FY22	FY23	Primary Owner	Budget		
	Q1	Q2	Q3	Q4				FY21	FY22	FY23
Develop an audience specific communications and content strategy. - Clearly frame messaging/advocacy statements for each audience and program around our mission and vision.							Kasey			
Review MOUs for opportunities to more explicitly partner as opposed to being a pass through.							Kasey			
Review branding of our physical materials to identify opportunities to increase visibility and awareness. - Blue Bags for Smart Start Kits - Stickers on Diapers - Cars, etc.							Kasey	\$ 5,000	\$ 5,000	\$ 5,000
Develop Brand Ambassador program that brings together staff with a small group of board members and consumers to connect in-person with families and partners.							Kasey			

Action Plan Priority #3

Develop a contributed revenue strategy that supports revenue diversification and positions us to grow our programs and supports building healthy financial reserves.



Activity	FY21				FY22	FY23	Primary Owner
	Q1	Q2	Q3	Q4			
Develop an annual giving strategy for individual and corporate donors that includes tiered giving levels and opportunities for recognition.							Kasey
Build a plan that positions us to intentionally develop healthy financial reserves.							Amy Ayala
Set individual giving goals for all Board Members, can include dollars solicited from other individuals and organizations.							Abby Owen
Develop an annual fundraising plan that includes events and annual giving.							Kasey
Apply for tax credit incentive programs.							Kasey