This report represents FAMILY FIRST, INC.’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

The content of this Charting Impact Report is the sole product and responsibility of FAMILY FIRST, INC.. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?
FOR EVERY CHILD TO KNOW THE LOVE OF A MOM AND DAD AND FOR EVERY MOM AND DAD TO BE ENGAGED IN THE LIFE OF THEIR CHILD.

2. What are our strategies for making this happen?
TO PROVIDE PARENTING, MARRIAGE AND RELATIONAL TRUTH THAT HELPS PEOPLE LOVE THEIR FAMILY WELL AND GIVES THEM GREATER HOPE FOR THE FUTURE.

3. What are our organization's capabilities for doing this?
Family First is a non-profit organization that reaches 6,000,000 people every day throughout the world. Our All Pro Dad, iMOM and Family Minute programs provide parenting, marriage and relational truth to help people love their family well. That truth is delivered on the ground in NFL stadiums and in public schools; on the air through mainstream radio; and online through websites and daily emails.

4. How will we know if we're making progress?
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5. What have and haven't we accomplished so far?
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