VISION STATEMENT

To build a world in which no child is bought, sold or used for sex.

MISSION STATEMENT

To protect every child’s right to grow up free from sexual exploitation and trafficking through legislative advocacy, education and partnerships.

CORE VALUES

**Inclusive:** ECPAT-USA believes that a diverse group of people, opinions and experiences strengthen its wisdom and impact.

**Collaborative:** ECPAT-USA believes in the transformative power of teamwork and partnerships.

**Strategic:** ECPAT-USA optimizes resources and opportunities to maximize effectiveness and impact.

**Principled:** ECPAT-USA is committed to operating with integrity, transparency, honesty and respect.

**Excellence:** ECPAT-USA is dedicated to providing the highest level of expertise and inspiring trust.
GOALS AND STRATEGIES

NATIONAL IMPACT: *ECPAT-USA will establish a visible and trusted presence across the country*

Strategy 1: Develop and strengthen partnerships at state and local levels

Strategy 2: Determine needs to optimally provide ECPAT-USA’s resources and expertise

Strategy 3: Develop effective, lasting collaborations with our partners to be sustainable

FINANCIAL SUSTAINABILITY: *ECPAT-USA optimizes opportunities and capabilities to advance our mission*

Strategy 1 - Develop and implement financial goals

Strategy 2: Maximize ECPAT-USA’s development capacity and outcomes
COMMUNICATIONS: *ECPAT-USA raises awareness and galvanizes action to prevent sexual exploitation nation-wide*

Strategy 1 - Re-imagine the brand

Strategy 2 - Fine-tune Internal Communications

Strategy 3 - Develop and increase public engagement and investment

Strategy 4 - Preserve public engagement and long-term investment

ADVOCACY: *Mobilize partners and allies to drive an impactful child protection agenda*

Strategy 1 - Cultivate and strengthen domestic reliance upon ECPAT-USA as a trusted voice for children

Strategy 2 – Enhance the international reach of ECPAT-USA

Strategy 3 – Develop a dynamic prevention and protection agenda that improves outcomes for children
EDUCATION: ECPAT-USA will provide comprehensive educational resources and services to vulnerable populations while offering training programs and materials to individuals, communities, and the private sector to advocate for and protect youth.

Strategy 1: Build skills for children to have an understanding of healthy relationships and self-esteem.

Strategy 2: Evaluate and improve clarity of information and accessibility to materials.

Strategy 3 – Build and foster community commitment to protecting children

STAFF DEVELOPMENT: ECPAT-USA upholds a collaborative workplace of mutual respect, equity and creativity in alignment with its organizational mission

Strategy 1: Establish sustainable protocols and systems that build understanding of the organization’s operations

Strategy 2: Ensure individual and collective decisions align with ECPAT-USA’s capacity and mission

Strategy 3: Foster commitment to an enduring workplace culture of excellence, respect, and the unique value of each team member
BOARD DEVELOPMENT: ECPAT-USA has a diverse Board that is fully engaged and invested in the sustainability, growth and impact of the organization

Strategy 1: Build a more efficient and effective Board

Strategy 2: Engage Board members

Strategy 3: Enhance the resources and productivity of the Board to support the organization