

# STRATEGIC PLAN FY 20-22



Dallas Children's  
Advocacy Center™

## OUR MISSION:

To improve the lives of abused children in Dallas County and to provide national leadership on child abuse issues

## CORE VALUES:

The children come first in all that we do.  
We operate as a seamless team.  
Each of us acts with a servant's heart.

### ORG HEALTH



- Prioritize culture & values as a driver of a strong and sustainable organization
- Appropriately prioritize staff care, compensation & benefits
- Develop a pipeline of strong, collaborative leaders
- Operate as a data-driven organization using complete, accurate and timely data to drive continuous improvement
- Ensure org sustainability at all levels

### RESEARCH



- Work collaboratively with SMU to determine research projects that benefit the field of child abuse.

### IMPACT



- Optimize direct impact to ensure all kids who need to receive services are being served
- Advance best practices regionally and nationally through innovation and training

### GOVERNANCE



- Cultivate a board who is enthusiastic and serves as ambassadors for our mission
- Engage in active governance and be accountable for organizational goals
- Bring succession plan up-to-date and complete throughout organization

### REVENUE



- Grow private funding to outpace public funding to provide agency sustainability
- Leverage community relationships to create an appropriate donor experience
- Focus on donors as DCAC leaders & advocates to increase pipeline of volunteer leadership and major donors

### BRAND



- Champion the issue of child abuse through integrated marketing strategy/Save Jane
- Elevate the reputation of DCAC as a thought leader within our donor, government & professional communities
- Advocate at the local and state government levels