

# 2019-21 Path for Success



**We Are:**  
Safe Kids  
Strong Families  
Brave Volunteers

**Vision:**  
End child abuse  
through intervention  
and prevention  
programming.

**Pillars of FA:**  
Donor-centric  
Volunteer-centric



- Provide quality benefits and living wages for staff.
- Recognize volunteers and staff for their great work.
- Retain 85% of volunteers year over year.
- Analyze & implement HR and IT programs to support growth.



- Retain 90% of GSM & increase # by 20% annually.
- Gather & share stories of impact and translate to funding opportunities.
- Transition to a new facility that supports growth.
- Diversify our income streams to include earned-income.



- Develop community partnerships and collaborations.
- Support strategic policy initiatives, legislation, and litigation.
- Conduct marketing that brings in 480 potential volunteers annually.
- Conduct a minimum of 30 Story Tours every year w/ 12 attendees at each.



- Increase volunteers to 269 GALs, 40 in FS, and 35 Ambassadors.
- Build private attorney contract & increase # of staff in each area.
- Connect FS resources in areas of great need (rural-focused).
- Create SOPs & QA processes across programs and roles.

**Mission: Family Advocates works to strengthen families and keep kids safe by empowering everyday people to protect and enrich the lives of youth.**