



Coastal Coalition for Children

Engaging Families. Building Strengths.

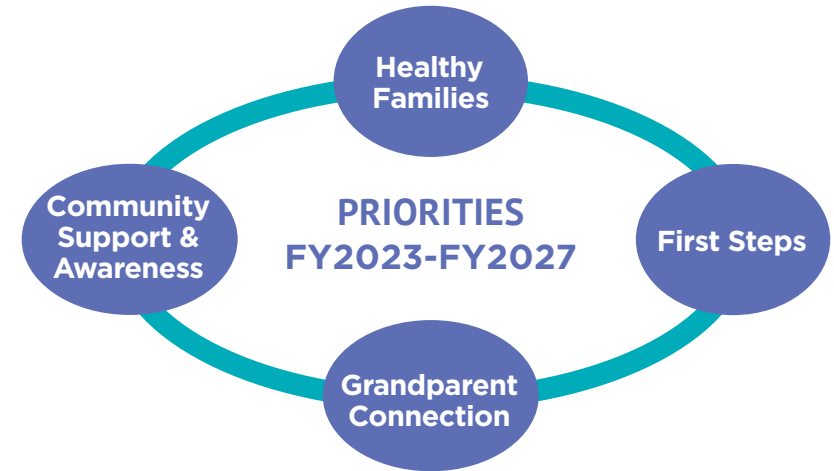
Strategic Plan FY2023 - FY2027

VISION

Every child thrives in a safe, stable, and nurturing home.

MISSION

Promote child well-being by building on family strengths



GOALS & STRATEGIES

GOAL 1

Positively impact the well-being of children through family-centered services

Strategies:

- A. Continue to deliver services to all children and families, regardless of socioeconomic status
- B. Conduct a longitudinal impact study in partnership with an academic institution

GOAL 2

Increase awareness among clients, potential clients, referral sources, and donors

Strategies:

- A. By the end of FY2024, explore our name and develop clear messaging
- B. Communicate the organization's impact on children, families, and the community

GOAL 3

Advance long-term financial stability through annual funding and reserves

Strategies:

- A. Expand the donor base
- C. Grow the Taste of the Vine event
- D. Continue to seek grants from both public and private sources
- E. Promote planned giving options to existing donors
- F. Establish a reserve of at least \$200,000 by the end of FY2027

GOAL 4

Maintain an engaged Board that effectively governs the organization

Strategies:

- A. Continue to implement a committee structure that aligns to governance and strategy
- B. Clarify the expectations of board service
- C. Grow the Board to 15 members through an intentional board recruitment process
- D. Engage the board in mission-related discussion during board meetings