

VOICES FOR VIRGINIA'S CHILDREN STRATEGIC PLAN OVERVIEW 2020-2022

ORGANIZATIONAL SUMMARY

Founded in 1994, Voices for Virginia's Children is the Commonwealth's only independent, non-partisan, multi-issue child policy and advocacy organization.

Voices proudly serves as the KIDS COUNT data center for the state of Virginia. We are also a member of the Partnership for America's Children.

Voices particularly focuses on children whose needs are often overlooked. They concentrate their efforts on policies in the areas of early childhood, foster care and adoption, health and mental health, and family economic security.

MISSION

To champion public policies that improve the lives of Virginia's children.

VOICES' AREAS OF STRATEGIC FOCUS FOR 2020-2022

- Effective child-centric statewide policies and laws
- Empowered local communities who guide laws and policies that affect the lives of children and families
- Equity is centered in our work internally and externally

EFFECTIVE CHILD-CENTRIC STATEWIDE POLICIES AND LAWS

- GOAL 1** Educate and influence statewide officials by expanding their understanding of the needs of children and families
- Focus on relationships, rapport, and trust building
 - Maintain and increase impactful data, policy expertise, and brand recognition
- GOAL 2** Proactively ensure equitable policies and laws for children and families
- Elevate the need to understand and address equity impact
 - Identify and create an equitable policy impact for children and families and equity impact statements for all advocacy efforts

EMPOWERED LOCAL COMMUNITIES WHO GUIDE LAWS AND POLICIES THAT AFFECT THE LIVES OF CHILDREN AND FAMILIES

- GOAL 1** Elevate the voices and actions of local communities and organizations to enact their desired change
- Strengthen relationships and collaboration with stakeholders for effective change
- GOAL 2** Advance the voices of children and families in policy change
- Build trust with families and children and create process for engaging with them
 - Mobilize impacted children, youth, and families to participate in influencing and shaping policy

EQUITY IS CENTERED IN OUR WORK INTERNALLY AND EXTERNALLY

- GOAL 1** Embed equity principles in all of our work
- Develop an organizational race equity plan and an organizational assessment to monitor the plan
 - Use internal race equity data to shape needs and goals of the organization
- GOAL 2** Lend an equity lens to the evolution of internal policies and culture
- Create an inclusive and equitable work environment in part by evaluating and revising personnel policies, establishing an organizational feedback loop, and creating a process for leadership to champion and address equity