

GOAL – BUILD OUR BRAND

COMPLETED STRATEGIES	
<p>Diversify staff and partners</p> <ul style="list-style-type: none"> Identified a partner liaison Built partnerships with new social services and investigative agencies representing people of color Maintained relationships with social services and investigative agencies representing people of color Developed and maintained a staff diversity matrix Identified recruitment strategies to hire staff of color Elicited staff/client feedback on cultural inclusivity 	<p>Design the space intentionally to keep brand visible</p> <ul style="list-style-type: none"> Created welcoming space for partners (partner café) Ensured design colors are cohesive and complement our brand Posted logo and tagline wherever possible Posted tv screens to display powerpoint slides and videos of the CAC model, programs, etc.
<p>Increase fundraising budget</p> <ul style="list-style-type: none"> Engaged more donors Connected with philanthropic groups Identified our unique value and plan to improve Provided talking points/handouts to key staff Increased budget for fundraising expenses 	<p>Revisit the Vision, Mission/Name</p> <ul style="list-style-type: none"> Gathered ideas and input from the FJC Advisory Board Determined how the CAC fits in with the FJC Gathered the Board for a Strategic Planning Retreat

GOAL – SUSTAIN THE MOBILE ADVOCACY CENTER

COMPLETED INITIATIVES	
<p>Maintenance/upkeep and insurance</p> <ul style="list-style-type: none"> Identified cost and added to budget Chose contractors/vendors Assigned a staff member to monitor the maintenance schedule 	<p>Evaluate budgetary needs</p> <ul style="list-style-type: none"> Identified overtime, other costs; added to budget Identified equipment needs and added to budget Established schedule Developed a business plan Gathered data on services, clients, and outcomes
<p>Design the van so it is flexible/adaptable</p> <ul style="list-style-type: none"> Talked with others with mobile advocacy experience Adapted service delivery model to community needs Gathered data and opportunities to improve 	<p>Expand our footprint/visibility</p> <ul style="list-style-type: none"> Wrapped the van and got it running Advertised services/opportunity to donate Utilized for prevention programs
<p>Review protocols and the role of the CAC for each location/in a van</p> <ul style="list-style-type: none"> Developed a service delivery plan for Nogales Engaged potential partners to ensure the plan fit their needs 	<p>Build lasting connections</p> <ul style="list-style-type: none"> Developed formal contracts with each partner Assigned a contact for each agency in remote areas

GOAL – ESTABLISH A FAMILY JUSTICE CENTER

COMPLETED INITIATIVES	
<p>Partner with existing resources</p> <ul style="list-style-type: none"> Identified relevant partners Engaged existing resources in the process Began offering adult services on a small scale at CAC 	<p>Develop a Decision-making body</p> <ul style="list-style-type: none"> Created an Advisory Board of stakeholders Created an Ad Hoc Committee for the Board Ensured diverse representation
<p>Increase fundraising from 7% to 11% of total revenue</p> <ul style="list-style-type: none"> Created action plan to engage new donors Engaged philanthropic groups 	<p>Service/Agency Partner liaison</p> <ul style="list-style-type: none"> Identified who fills this role

GOAL – GROW THE MEDICAL PROGRAM	
COMPLETED STRATEGIES	
<p>Assess infrastructure</p> <ul style="list-style-type: none"> Inventoried equipment and ensure it is appropriate Acquired updated equipment as needed Reviewed current staff and staffing models for best fit with initiatives 	<p>Expand rapid communications with outside counties</p> <ul style="list-style-type: none"> Established a system to deploy the mobile advocacy center Developed expertise among medical professionals in outlying areas Utilized technology for oversight/ongoing assistance
<p>Access funds specifically for medical programs</p> <ul style="list-style-type: none"> Contracted with a grantwriter Identified the right grantwriter for each opportunity Included funds in the budget for a grantwriter Identified appropriate opportunities 	<p>Increase medical capacity</p> <ul style="list-style-type: none"> Created more partnerships with medical groups to use their resources Partnered with medical schools to provide baseline knowledge to new medical providers Engaged hospitals to recruit staff Created a succession plan for Dr. Woolridge
<p>Provide presentations to medical professionals on how to identify abuse</p> <ul style="list-style-type: none"> Adapted Mandatory Reporter Training to meet the needs of medical professionals Engaged pediatricians to participate in annual training Utilized medical staff contacts to establish presentations for established groups Adapted the training for online delivery Promoted the training in medical journals, common websites, etc. Ensured trainings are refreshed periodically 	<p>Appeal to large health-related companies for donations</p> <ul style="list-style-type: none"> Found alignment between our work and their priorities Requested funds for the medical program

DELAYED INITIATIVES	
DELAYED	NOTES
Diversify the Board	Included in new Strategic Plan
Build in replacement cost/engage a donor for the next vehicle	Included in new Strategic Plan
Public Policy maker liaison	Included in new Marketing Plan
Keep brand visible to partners	Included in new Marketing Plan
Creatively increase access to services through the FJC	FJC is an independent org and will handle this
Find the place and design the building	FJC is an independent org and will handle this