Adoptions Together Strategic Plan 2019-2021

Vision

Every child will have lifelong connections to a caring, nuturing family

Mission

Adoptions Together builds healthy lifelong family connections for every child and advocates for continuous improvement of systems that promote the well being of children.

Effectively communicate our work to multiple audiences

Refresh/revisit vision, mission and values

Launch new name/brand

Strengthen and expand existing programs that leverage core competencies

Enhance high quality counseling program

Improve data collection, analysis and use of data for programming

Build on existing programs by:

- Growing infant adoption
- Increasing older child placements
- Expanding FFSD
- Growing training

Prepare for future increase in advocacy efforts for child welfare issues

Intentionally identify and implement select advocacy activities

Package existing advocacy work and communicate it to multiple audiences

Grow our capacity to accomplish expanded programming

Strengthen leadership capacity and authority via succession planning, operational planning and investment in staff

Enhance Board engagement and establish succession plan for board roles

Plan for and increase diversity at all levels of the organization

Establish reserve fund to support sustainability of programs

Indicators

- Launch new brand with revised vision, mission and values
- Increase client base (birthparents, older child placements, counseling)
- Establish monthly program indicators of success
- Grow reserve fund