



We are excited to share the Family Connection 2025-2027 Strategic Plan and our vision for the future of services to youth in crisis. As a result of our planning process with our staff, leadership, and community partners, we have created a plan that will refine our focus on the aspects of our work that will be the most critical in meeting the needs of our community and the youth and families we serve. Together we will grow to ensure that all youth have access to safety, shelter, and counseling and the opportunity to grow and thrive.

CALVIN GUNN
BOARD PRESIDENT

JENNIFER ELLISON
EXECUTIVE DIRECTOR

THE FOUR PILLARS OF OUR PLAN

PILLAR 1: SERVE MORE OF THE YOUTH WHO NEED US

- Expand partnerships in Shelby County to provide services to more youth and families.
- Expand SafePlace program to fill gaps in our service area and increase services for runaway and homeless youth.
- Provide more services to clients at locations beyond our current shelters.
- Create Counseling Program to expand youth and family counseling services to non-residential clients.
- Expand prevention programs, including Therapeutic Outreach & Prevention (TOP) and street outreach services.

KEY MEASURES: INCREASED NUMBER OF ESSENTIAL, COUNSELING, AND PREVENTION SERVICES PROVIDED TO YOUTH AND FAMILIES

PILLAR 2: ACHIEVE GREATER IMPACT WITH THE YOUTH WE SERVE

- Reimagine the Project HOPE shelter and services to produce the best outcomes for youth.
- Enhance services at Residential Shelter for runaway/homeless and court-involved youth that are fully appropriate to the individualized needs of youth and their families.
- Develop options and resources to provide ongoing support to youth and families (aftercare) after their immediate crisis has been addressed.
- Build new partnerships with organizations that provide complementary services to potentially deliver services to youth in a broader geographic area.
- Ensure the representation of the diversity of youth and families served are reflected in our leadership, staff, and volunteers.

KEY MEASURES: INCREASED OUTCOMES FOR YOUTH, PROGRAM SATISFACTION AND REPRESENTATION





PILLAR 3: ELEVATE OUR BRAND AND INCREASE COMMUNITY ENGAGEMENT

- Develop outreach strategies to optimize awareness of services and clarify service and focus areas.
- Educate community about our services available to youth and families during times of crisis.
- Build new partnerships to increase presence and enhance programs for youth and families in underserved communities.
- Enhance Board and Advisory Council process to create a leadership pipeline of individuals with the interest, skills, and knowledge to effectively lead organization.
- Implement comprehensive organizational-wide Volunteer Program to expand opportunities for community engagement.

KEY MEASURES: IMPROVED COMMUNITY AWARENESS AND PERCEPTION, INCREASED YOUTH AND VOLUNTEER PARTICIPATION

PILLAR 4: BUILD A STRONG FINANCIAL POSITION AND SUSTAIN OPERATIONAL EXCELLENCE

- Develop and sustain a resilient financial plan to achieve organizational goals.
- Develop sustainable resources for financial stability, increasing predictable, reliable, and diversified funding from individuals, corporations, and institutions that are committed to support for youth and families.
- Develop and maintain facilities and systems to serve the community and further the mission.
- Maximize program income through partnerships, grants, and fee-for-service opportunities.

KEY MEASURES: MORE DIVERSIFIED AND SUSTAINABLE FUNDING, IMPROVED LONG-TERM FINANCIAL POSITION

HOW YOU CAN HELP

SUPPORT

JOIN

INVITE

We need your support to successfully realize the vision set forth in this Strategic Plan. If you are interested in helping us meet our ambitious goals, there are several ways you can get involved. You can make an investment to help fund programs and services, learn more about ways to volunteer or serve as part of our Board or Advisory Council, and help us build relationships with other potential partners organizations, coalitions, or groups that share our commitment to serve youth. Learn more at www.familyconnection-inc.org.

