

# STRATEGIC PLAN

## GOALS & OBJECTIVES

### CHILDREN'S HOME SOCIETY WILL BE...

#### Client-focused and results-driven



1. Anticipate and respond to community need for services
2. Design innovative and trauma-informed programs
3. Utilize best practices in service delivery
4. Evaluate services for impact and make changes as needed

#### Fiscally sound and financially well managed



1. Maintain and strengthen relationships with existing supporters
2. Cultivate relationships with and solicit a diverse group of potential supporters
3. Increase long-term sustainability of the organization

#### Effectively led, managed, staffed, and supported



1. Capitalize on Board engagement and support
2. Attract and retain qualified staff and volunteers
3. Maintain best practice internal processes and controls

#### Viewed as experts in our field



1. Increase awareness of CHS services
2. Increase awareness of the needs of at-risk children and youth
3. Advocate for elimination of systemic challenges that negatively impact at-risk children and youth
4. Visibly demonstrate leadership and expertise to encourage engagement with CHS



## MISSION

To build strong permanent families and lifelong relationships for Virginia's at-risk children and youth

## VISION

A thriving family for every child

## VALUES

**Integrity:** Integrity is at the core of who we are and everything we do. *The CHS family is one grounded in principles and values.*

**Collaboration:** We actively seek mutually beneficial partnerships and build teams for strategic, sustainable success. *Just like with family, the best outcomes come from working together.*

**Compassion:** We are passionate about our mission and care deeply about the individuals, families, and communities we serve. *We're like a protective big brother and doting mother rolled into one.*

**Service:** We exist to serve others, and we are committed to providing a superior level of service to each and every customer. *We consider everyone we impact, and everyone who impacts us, part of our CHS family.*