



# 2018-2021 **STRATEGIC PLAN**

# INTRODUCTION

The primary goals of the plan are:

- **STRATEGIC FUNDING**
- **COLLABORATION**
- **AWARENESS**
- **CAPACITY**

The organization used the services of The Spark Mill, a Richmond, VA Strategic Planning firm to facilitate the process. Consultants from The Spark Mill collected information from three areas as part of the information-gathering portion of the planning process.

- Board and Staff Assessment Survey
- Board of Directors and Staff Retreat
- Feedback Session with Duke Storen, VDSS Commissioner

## MISSION & VISION

FACT will amplify community programs and initiatives focused on the prevention and treatment of family violence and the protection of children through funding and awareness.

FACT envisions a world in which no one in Virginia experiences family violence and all children are safe.

## WE BELIEVE...

FACT believes that capacity building and public understanding is key to preventing and treating the vast spectrum of child abuse, neglect, and family violence throughout Virginia. In order to effectively address these issues, we commit to support organizations, programs, and communities dedicated to treatment, prevention and intervention efforts, as well as serve as a central source of knowledge about child abuse, neglect, and family violence. This includes promoting collaboration, prioritizing innovation, and increasing awareness around family violence across the life span and the protection of children.

# MAJOR GOALS & STRATEGIES

## **1. DEVELOP A STRATEGIC FUNDING MECHANISM TO ALIGN WITH CORE FOCUS AREAS: COLLABORATION, INNOVATION AND AWARENESS.**

1.1 Create a gap funding mechanism that prioritizes innovation, collaboration and data and research

1.2 Create guidelines for funding trauma informed agencies, networks and services that provide innovative solutions to combatting family violence

1.3 Regularly assess progress against best practices across the country in order promote funding for innovative programs

## **2. FOSTER COLLABORATION AND INNOVATION BETWEEN FACT AND AGENCIES WORKING IN FAMILY VIOLENCE, ABUSE PREVENTION AND INTERVENTION AND TRAUMA.**

2.1. Create partnerships between advocates, educators and FACT champions to break down existing silos

2.2 Fund collaborative and innovative projects that work to eradicate family violence

2.3 Connect systems of care that do not traditionally work together, including in child abuse, elder care and domestic violence

2.4 Collaborate with agencies to identify opportunities for gap funding and Trauma Informed Care (TIC) delivery funding

## **3. RAISE AWARENESS OF FAMILY VIOLENCE PREVENTION AND TREATMENT, INCLUDING TRAUMA INFORMED CARE, BY INCREASING ACCESS TO DATA, RESEARCH, AND REPORTS.**

3.1 Increase community and professional awareness of intergenerational trauma and abuse and its impacts

3.2 Continue to be a leader in child and family violence and abuse by promoting innovative perspectives, research, and data

3.3 Grow and support systems for distributing trauma and family violence research

**4. STRENGTHEN INTERNAL CAPACITY BY EXPANDING PHILANTROPY, ENGAGING THE BOARD, AND INCREASING EXTERNAL MARKETING.**

4.1 Create a plan to focus on sustainable board recruitment, orientation and retention

4.2 Develop a multi-year financial plan that includes strategic growth and diversification of income streams, including partnership opportunities and philanthropic commitments, to potentially include a funding campaign

4.3 Clearly develop a measurable definition of success for FACT

## ACKNOWLEDGMENTS

### Staff

Nicole Poulin  
Meghan Resler

### Board of Directors

Mary Russo Riley  
Frank Blechman  
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Duke Storen

### Previous Board Members Involved in Planning Process

Lisa Specter-Dunaway (*term ended 6/2018*)  
Betty Wade Coyle (*term ended 6/2018*)

### Consultant Support

Sarah Milston, The Spark Mill  
Mariah Williams, The Spark Mill