



## **Strategic Plan 2023-26**

### **Mission**

Strengthening Rural Families (SRF) uses a collaborative approach to promote the health and well-being of individuals and families in rural communities.

### **Guiding Principles**

- We ensure that all individuals and families have access to social support, community education, and health services in their rural communities.
- We advocate for rural children, teens, adults, older adults, and families.
- We build programs in collaboration with individuals, families, school districts, community agencies, businesses, and other community-based organizations.
- We strive to meet the needs of all cultures, honoring the healthy community traditions and values of our rural community members.

### **Goal 1: Empower individuals and families living in rural communities by:**

- A. Continuing to provide exemplary parenting education programs (e.g., Living & Learning with Your Baby/Wobbler/Toddler, Squishtivities, Make Parenting a Pleasure and workshops).
- B. Encouraging positive youth development and self-regulation skills building.
- C. Maintaining outreach to underserved and historically disadvantaged communities (e.g., Latino Outreach Coordinator).

### **Goal 2: Promote health and well-being of individuals & families in rural communities by:**

- A. Improving access to services and resources (e.g., Dental Vans, Health Fairs and Parent Coaching)
- B. Enhancing the social and emotional well-being of children, youth, and adults (e.g., Girls' Circle, Boys' Council, Mindful Movement).
- C. Engaging in relevant coalitions, leadership groups, committees and boards, such as, Parenting Success Network, the Linn Benton Lincoln Early Learning Governing Board, Health Equity Alliance and Oral Health Coalition.

### **Goal 3: Advocate for early childhood development and education in rural communities by:**

- A. Providing and promoting early childhood education and kindergarten readiness (e.g., Alsea Pups Preschool, Philomath Next Steps and Santiam Canyon Early Childhood Center).
- B. Collaborating with schools, libraries, nonprofit partners and the Early Learning Hub.

### **Goal 4: Build the organizational capacity of SRF to ensure that people living in rural communities have access to high quality services and resources by:**

- A. Stabilizing and diversifying SRF's funding with a resilient and realistic funding plan.

1. Increase % of revenue from all sources (private funders, governmental funders and agencies, donors, and special events).
  2. Maintain positive relationships with current funders.
  3. Increase the reserve fund with the goal of having 3 months of operating expenses in the fund.
- B. Launching a strong and effective community outreach and marketing plan.
1. Use a wide array of marketing and branding strategies to build awareness of SRF among clients, agencies, funders, and communities.
  2. Promote SRF as a key player in understanding human service needs and solutions through coalition partnerships.
- C. Strengthening SRF's internal capacity to operate.
1. Increase Executive Board of Directors' effectiveness and commitment to SRF.
  2. Increase Executive Board of Directors' fundraising capacity.
  3. Maintain the collegial and collaborative structure of the Advisory Board.
  4. Increase Managerial and Administrative Support for day-to-day operations of SRF.
  5. Support staff with professional development opportunities.
  6. Improve SRF staff access to technical support and equipment (e.g., computers).
  7. Develop an organizational structure that is supportive of SRF's work capacity level, programming requirements and deliverables.
  8. Pursue opportunities for collaboration and growth across the region (Linn-Benton-Lincoln).