



# CHILDNET STRATEGIC PLAN 2019-2022

## GOAL ONE

**Create a 1% total budget contingency fund through a combination of fundraising and revenue maximization.**

<b>PURPOSE:</b>	<ul style="list-style-type: none"> <li>Improve financial stability by maximizing revenue management to create unrestricted pool of funds of 1% to roll over from fiscal year to fiscal year to support program fidelity and quality of care for children and families in the child welfare system.</li> </ul>
<b>EVIDENCE OF GOAL PROGRESS IN ONE YEAR:</b>	<ul style="list-style-type: none"> <li>20% increase in unrestricted funding.</li> <li>100% board member participation in philanthropic efforts.</li> </ul>
<b>EVIDENCE OF GOAL PROGRESS IN THREE YEARS:</b>	<ul style="list-style-type: none"> <li>Achievement of 1% total budget contingency funding from fiscal year to fiscal year with board leading the philanthropic efforts of the organization.</li> </ul>
<b>ACTION STEPS YEAR ONE (2019-2020):</b>	<ul style="list-style-type: none"> <li>Conduct fundraising board retreat and follow-up meetings to identify and clarify agency fundraising activities and efforts.</li> <li>Define annual fundraising goals, including monetary goals and variety of funding source goals.</li> <li>Obtain 100% participation of board members in the philanthropic efforts of ChildNet.</li> <li>Create a reporting structure for fundraising and philanthropic efforts.</li> <li>Allocate expenses in manner which promotes revenue maximization.</li> </ul>
<b>QUARTERLY PROGRESS UPDATE: 09-19</b>	
<b>QUARTERLY PROGRESS UPDATE: 12-19</b>	
<b>QUARTERLY PROGRESS UPDATE: 03-20</b>	
<b>QUARTERLY PROGRESS UPDATE: 06-20</b>	
<b>ACTION STEPS YEAR TWO (2020-2021):</b>	
<b>QUARTERLY PROGRESS UPDATES:</b>	
<b>ACTION STEPS YEAR THREE (2021-2022):</b>	
<b>QUARTERLY PROGRESS UPDATES:</b>	



## CHILDNET STRATEGIC PLAN 2019-2022

### GOAL TWO

**Increase inventory of foster homes in Palm Beach and Broward by 30% with marketing efforts which will also lead to increased community awareness of ChildNet.**

<b>PURPOSE:</b>	<ul style="list-style-type: none"> <li>Increase local foster home capacity and brand recognition of ChildNet to ensure the timely and consistent provision of high quality and ample services and supports to foster children and their caregivers.</li> </ul>
<b>EVIDENCE OF GOAL PROGRESS IN ONE YEAR:</b>	<ul style="list-style-type: none"> <li>10% increase in local foster home capacity.</li> </ul>
<b>EVIDENCE OF GOAL PROGRESS IN THREE YEARS:</b>	<ul style="list-style-type: none"> <li>30% increase in local foster home capacity.</li> </ul>
<b>ACTION STEPS – YEAR ONE (2019-2020):</b>	<ul style="list-style-type: none"> <li>Establish baseline of foster home capacity, brand awareness, social media followers, media touches and website hits through market research surveys and analytics.</li> <li>Establish a baseline of recognition of need for foster parents.</li> <li>Establish a baseline of calls to the recruitment hotline.</li> <li>Launch foster parent recruitment media and marketing campaigns</li> <li>Measure progress through creation of a metrics dashboard describing increases in foster home capacity, brand recognition, understanding of foster parent need and calls to the recruitment hotline.</li> </ul>
<b>QUARTERLY PROGRESS UPDATE: 09-19</b>	
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<b>ACTION STEPS YEAR THREE (2021-2022):</b>	
<b>QUARTERLY PROGRESS UPDATES:</b>	



## CHILDNET STRATEGIC PLAN 2019-2022

### GOAL THREE

**Create a fully implemented new corporate structure with management company and two unique organizations with individual boards by May of 2020.**

<b>PURPOSE:</b>	<ul style="list-style-type: none"> <li>Create a fully implemented new corporate structure with management company and two unique organizations with individual boards by May of 2020 to ensure consistent provision of truly community-based services.</li> </ul>
<b>EVIDENCE OF GOAL PROGRESS IN ONE YEAR:</b>	<ul style="list-style-type: none"> <li>Legal processes in place to support new structure.</li> <li>Initial implementation of new structure coinciding with start of 2020-2021 fiscal year.</li> </ul>
<b>EVIDENCE OF GOAL PROGRESS IN THREE YEARS:</b>	<ul style="list-style-type: none"> <li>Fully implemented and functioning structure.</li> </ul>
<b>ACTION STEPS – YEAR ONE (2019-2020):</b>	<ul style="list-style-type: none"> <li>Board establishment of the messaging and intent of the restructure.</li> <li>Provide monthly updates at regularly scheduled board meetings.</li> <li>Research and due diligence on organizational structure.</li> <li>Engagement of counsel and accountants to plan and implement new corporate structure.</li> <li>Creation of a Communication Plan for internal and external stakeholders.</li> <li>Hire staff and complete board recruitment.</li> </ul>
<b>QUARTERLY PROGRESS UPDATE: 09-19</b>	
<b>QUARTERLY PROGRESS UPDATE: 12-19</b>	
<b>QUARTERLY PROGRESS UPDATE: 03-20</b>	
<b>QUARTERLY PROGRESS UPDATE: 06-20</b>	
<b>ACTION STEPS YEAR TWO (2020-2021):</b>	
<b>QUARTERLY PROGRESS UPDATES:</b>	
<b>ACTION STEPS YEAR THREE (2021-2022):</b>	
<b>QUARTERLY PROGRESS UPDATES:</b>	