



FAMILY TREE STRATEGIC FRAMEWORK 2025-2030



Revised October 2025

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The Family Tree Strategic Framework serves as a guiding blueprint to advance our mission of providing life-changing services to individuals and families affected by child abuse, domestic violence, and homelessness. This framework is not just a plan – it is a commitment to adaptability and systemic change, ensuring that Family Tree remains a vital resource for those we serve today and in the future.



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Mission



Family Tree partners with all people to prevent and overcome the interconnected issues of child abuse, domestic violence, and homelessness to promote safety, healing, and stability across generations.

Vision

Family Tree's vision is to empower people and transform our community through innovative and integrated services.

Guiding Principles

Our work is grounded in a set of core principles that shape our approach to service, collaboration, and sustainability:

- **Client-Centered:** Ensuring those we serve remain at the heart of our decisions.
- **Trauma-Informed:** Recognizing and responding to the impact of adversity.
- **Data-Driven:** Using evidence to guide and improve outcomes.
- **Equity-Minded:** Striving for fairness and inclusion in all that we do.
- **Strategic Partnering:** Strengthening collective impact through collaboration.
- **Fiscal Responsibility:** Ensuring the long-term sustainability of our mission.

These principles define our work, fostering accountability, continuous improvement, and meaningful change in the communities we serve.

Strategic Pillars

Our commitment to lasting impact is guided by four strategic pillars that shape our vision for the future:

- **Client-Centered Services**
- **People and Culture**
- **Community and Engagement**
- **Organizational Resilience**

With these Strategic Pillars as our foundation, we now turn to the goals and strategies into each area, outlining our path forward.



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Strategic Pillar 1: Client-Centered Services

We prioritize the voices, experiences, and well-being of the individuals and families we serve through responsive, trauma-informed, and inclusive approaches.

Goals:

- **Elevate Client Voice:** Embed client feedback in our programs through intentional listening, structured advisory opportunities, and ongoing responsiveness to lived experience.
- **Strengthen Skills to Deliver Client-Centered Services:** Equip staff with the training, tools, and support needed to consistently apply client-centered principles in daily work.
- **Ensure Programs are Client-Centered:** Evaluate and adapt programs based on data, outcomes, and client needs to ensure alignment with our mission and maximize impact.
- **Enhance Program Integration:** Coordinate services across Family Tree's programs and with community partners to ensure holistic, seamless care for those we serve.





Strategic Pillar 2: People and Culture

We cultivate a supportive, equitable workplace where staff are valued, developed, and empowered to thrive.

Goals:

- **Recruit Mission-Driven Talent:** Attract diverse, high-impact individuals who align with our values and strengthen our ability to deliver our mission.
- **Retain and Grow Talented Employees:** Provide competitive compensation, meaningful development opportunities, and manageable workloads to support staff satisfaction and retention.
- **Foster an Inclusive, Supportive, and Connected Workplace Culture:** Embed equity, belonging, and connection into every level of our organization to create a culture where all employees feel valued, heard, and supported.
- **Strengthen Leadership Development:** Invest in leadership skills, tools, and pathways to help emerging and current leaders grow individually and as a team.

Strategic Pillar 3: Community and Engagement

We deepen relationships with partners, donors, and volunteers to strengthen collective impact and advance our mission.

Goals:

- **Enhance Stakeholder Engagement:** Build stronger relationships with donors, volunteers, and partners through meaningful recognition, storytelling, and involvement opportunities.
- **Promote Organizational Transparency:** Improve access to key information and provide regular updates on impact to foster trust among stakeholders.
- **Increase Community Awareness:** Broaden public understanding of our work through consistent outreach, training, and active community presence.
- **Increase Legislative Impact:** Proactively engage in public policy advocacy to influence systems and decisions that impact our client, mission, and operations.
- **Define and Strengthen Organizational Brand Identity:** Clarify our brand and messaging to ensure consistency and connection across communications, partnerships, and fundraising.



Strategic Pillar 4: Organizational Resilience

We build a resilient organization through infrastructure, sound financial practices, and strategic growth.

Goals:

- **Strengthen Governance and Engagement:** Grow and engage a high-performing board and committees that reflect diverse expertise and drive strategic success.
- **Protect Mission-Critical Services:** Prioritize and sustain essential service areas as foundational to our mission, even when resources fluctuate.
- **Optimize Capital Assets:** Assess and align our physical spaces with our mission, making strategic decisions about facilities and future investments.
- **Strengthen Internal Systems and Infrastructure:** Evaluate and evolve our systems, organizational structure, and resource strategies to improve efficiency, effectiveness, and readiness for future growth.
- **Build Long-Term Financial Sustainability:** Diversify revenue streams, strengthen fundraising programs, and pursue opportunities that increase unrestricted and sustainable funding.
- **Embed a Culture of Continuous Improvement:** Use data, evaluation, and feedback to inform decision-making, adapt programs and operations, and ensure Family Tree remains effective and resilient over time.

Implementation Plan Alignment

Family Tree has developed a companion

Implementation Plan that identifies key near-term priorities within these strategic pillars that will guide measurable programs in the next two years.



FamilyTree

EMPOWERING CHANGE. TRANSFORMING LIVES.

