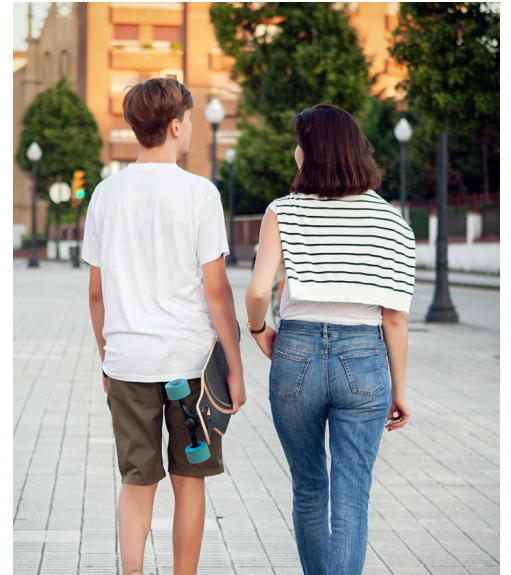




FAMILY CONNECTION

Youth Shelter, Safety, and Counseling



2025-2027 STRATEGIC PLAN

OUR MISSION

Family Connection strengthens families and communities by providing shelter, safety, and counseling for youth in crisis.



OUR VISION

Youth, families, and communities - each one - safe and healthy.

GUIDING PRINCIPLES

Assuring the safety and well-being of at-risk youth.

Providing opportunities for youth to grow, thrive, and succeed.

Providing holistic services tailored to the specific needs of youth and families.

Creating new programs responsive to the needs of youth, families and the community.

Constantly improving performance to achieve excellence.

Building strong relationships with individuals, organizations, and service providers.

Advocating for youth and families.

THE FOUR PILLARS OF OUR PLAN



PILLAR 1
SERVE MORE OF THE
YOUTH WHO NEED US

PILLAR 2
ACHIEVE A GREATER IMPACT
WITH THE YOUTH WE SERVE

PILLAR 3
ELEVATE OUR BRAND AND
INCREASE COMMUNITY
ENGAGEMENT

PILLAR 4
BUILD A STRONG FINANCIAL
POSITION AND SUSTAIN
OPERATIONAL EXCELLENCE

We are excited to share the Family Connection 2025-2027 Strategic Plan and our vision for the future of services to youth in Alabama. As a result of our planning process with our staff, leadership, and community partners, we have created a plan that will refine our focus on the aspects of our work that will be the most critical in meeting the needs of our community and the youth and families we serve. Together we will grow to ensure that all youth have access to safety, shelter, and counseling and the opportunity to grow and thrive.

PILLAR 1

SERVE MORE OF THE YOUTH WHO NEED US

Between 2025 and 2027 Family Connection will:

- Expand partnerships in Shelby County to provide services to more youth and families.
- Expand SafePlace program to fill gaps in our service area and increase services for runaway and homeless youth.
- Provide more services to clients at locations beyond our current shelters.
- Create Counseling Program to expand youth and family counseling services to non-residential clients.
- Expand prevention programs, including Therapeutic Outreach & Prevention (TOP) and street outreach services.

Key Measures: Increased number of essential, counseling, and prevention services provided to youth and families



FOCUS AREAS

- Increase the organization's focus as the only provider of residential shelter services for runaway and homeless youth ages 12-17 in central Alabama.
- Open a Counseling Clinic at the Shelby campus location.
- Offer Summer Camp Program.

PILLAR 2

ACHIEVE GREATER IMPACT WITH THE YOUTH WE SERVE



FOCUS AREAS

- Open new Project HOPE Outreach Center.
- Enhance services in academic and career building, mentorship, arts, recreation, and life skills.
- Aftercare and long-term supports for families.

Between 2025 and 2027 Family Connection will:

- Reimagine the Project HOPE shelter and services to produce the best outcomes for youth.
- Enhance services at Residential Shelter for runaway/homeless and court-involved youth that are fully appropriate to the individualized needs of youth and their families.
- Develop options and resources to provide ongoing support to youth and families (aftercare) after their immediate crisis has been addressed.
- Build new partnerships with organizations that provide complementary services to potentially deliver services to youth in a broader geographic area.
- Ensure representation of the diversity of youth and families served are reflected in our leadership, staff, and volunteers.

Key Measures: *Increased outcomes for youth, program satisfaction, and representation*



PILLAR 3

ELEVATE OUR BRAND AND INCREASE COMMUNITY ENGAGEMENT

FOCUS AREAS

- Implement new annual Outreach Plan.
- Introduce new comprehensive volunteer program.
- Create an active Youth Advisory Council.



Between 2025 and 2027 Family Connection will:

- Develop outreach strategies to optimize awareness of services and clarify service and focus areas.
- Educate community about our services available to youth and families during times of crisis.
- Build new partnerships to increase presence and enhance programs for youth and families in underserved communities.
- Enhance Board and Advisory Council process to create a leadership pipeline of individuals with the interest, skills, and knowledge to effectively lead the organization.
- Implement comprehensive organizational-wide Volunteer Program to expand opportunities for community engagement.

Key Measures: *Improved community awareness and perception, increased youth and volunteer participation*



PILLAR 4

BUILD A STRONG FINANCIAL POSITION AND SUSTAIN OPERATIONAL EXCELLENCE

Between 2025 and 2027 Family Connection will:

- Develop and sustain a resilient financial plan to achieve organizational goals.
- Develop sustainable resources for financial stability, increasing predictable, reliable, and diversified funding from individuals, corporations, and institutions that are committed to support for youth and families.
- Develop and maintain facilities and systems to serve the community and further the mission.
- Maximize program income through partnerships, grants, and fee-for-service opportunities.

Key Measures: Increase in diversified and sustainable funding, improved long-term financial position



FOCUS AREAS

- Build a comprehensive Fund Development Plan.
- Increase giving opportunities and build strategic relationships to increase community support.
- Continued strategic investments in facilities, staff, and programs.

OUR TEAM

Executive Leadership

Jennifer Ellison
Executive Director

Jeremy Raines
Director of Programs

Whitney Palmer
Director of Business & Finance

Board of Directors

Calvin Gunn
President

David Bobo
Vice President

Cindy Nicholson
Secretary

Alden Snow
Treasurer

Allan Stowers
Member at Large

Mark Bourgoïn
Member at Large

Curtis Guenther
Member at Large

Nassem Aljouny

Dana Meginniss

Joey Ritchey, Board Emeritus

Jared Bevis

Dr. Kristi Sayers

Floyd Collins

Martha Smith

Advisory Council

Buster Ellis

Shelley Staton

Lynn Cook
Shelli Davis
Clay Hammac
Courtney Hardy

Amanda Parmley
Kimberly Ray
Shella Sylla
Melissa Youngblood

Judge Ron Jackson

Terry Ward

HOW YOU CAN HELP

SUPPORT

JOIN

INVITE

We need your support to successfully realize the vision set forth in this Strategic Plan. If you are interested in helping us meet our ambitious goals, there are several ways you can get involved. You can make an investment to help fund programs and services, learn more about ways to volunteer or serve as part of our Board or Advisory Council, and help us build relationships with other potential partner organizations, coalitions, or groups that share our commitment to serve youth. Learn more at www.familyconnection-inc.org.

