

Centers for Family Development, Inc.

Strategic Plan



Centers For Family Development, Inc.

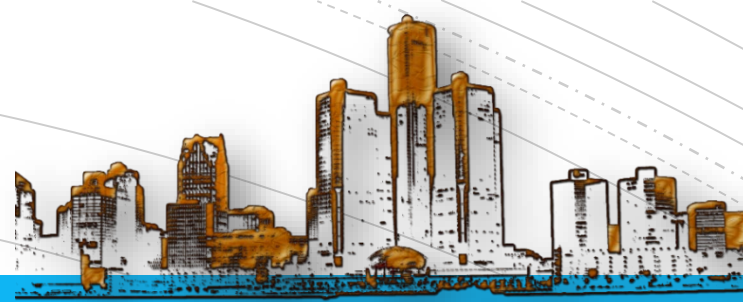
"Improving lives through comprehensive children & family services"

2024-2026
"Creating Communities of Healing"



Centers For Family Development, Inc.

"Improving lives through comprehensive children & family services"



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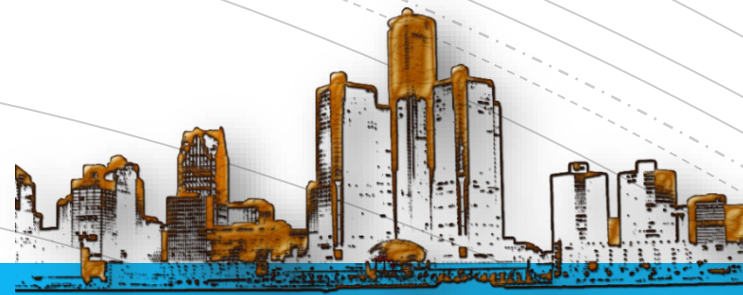
Our Mission

To strengthen and enhance the lives of children, youth and families through partnerships that support safe, nurturing, vibrant homes, schools and communities.



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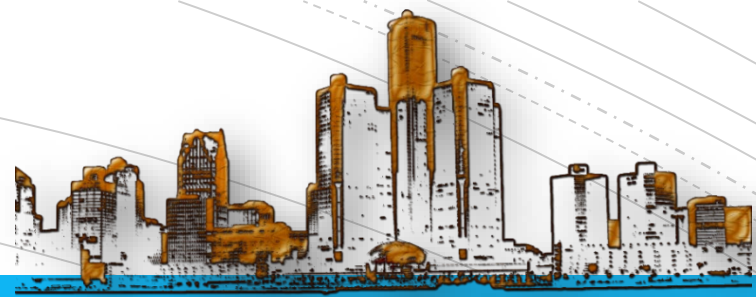
Our Vision

To be the self-sufficient premier provider of comprehensive family counseling services to children, youth, and families -- the pacesetter for quality, innovative services and training with national recognition.



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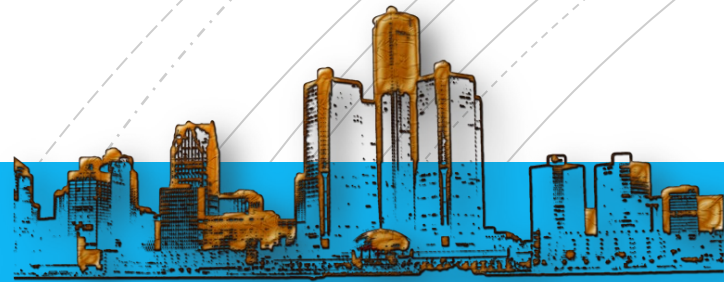
Centers for Family Development, Inc.

Core Values

Integrity

Build Family Strengths to Excel Them Beyond Crises

Cultivating Strong Children In Strong Families

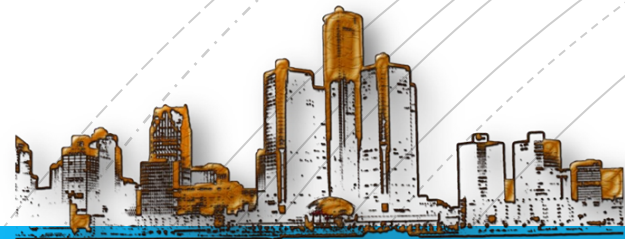


Advancing the Mission of BFDI
Through Strategic Planning
and Strategic Alignment

"ASPIRE to Excellence"©

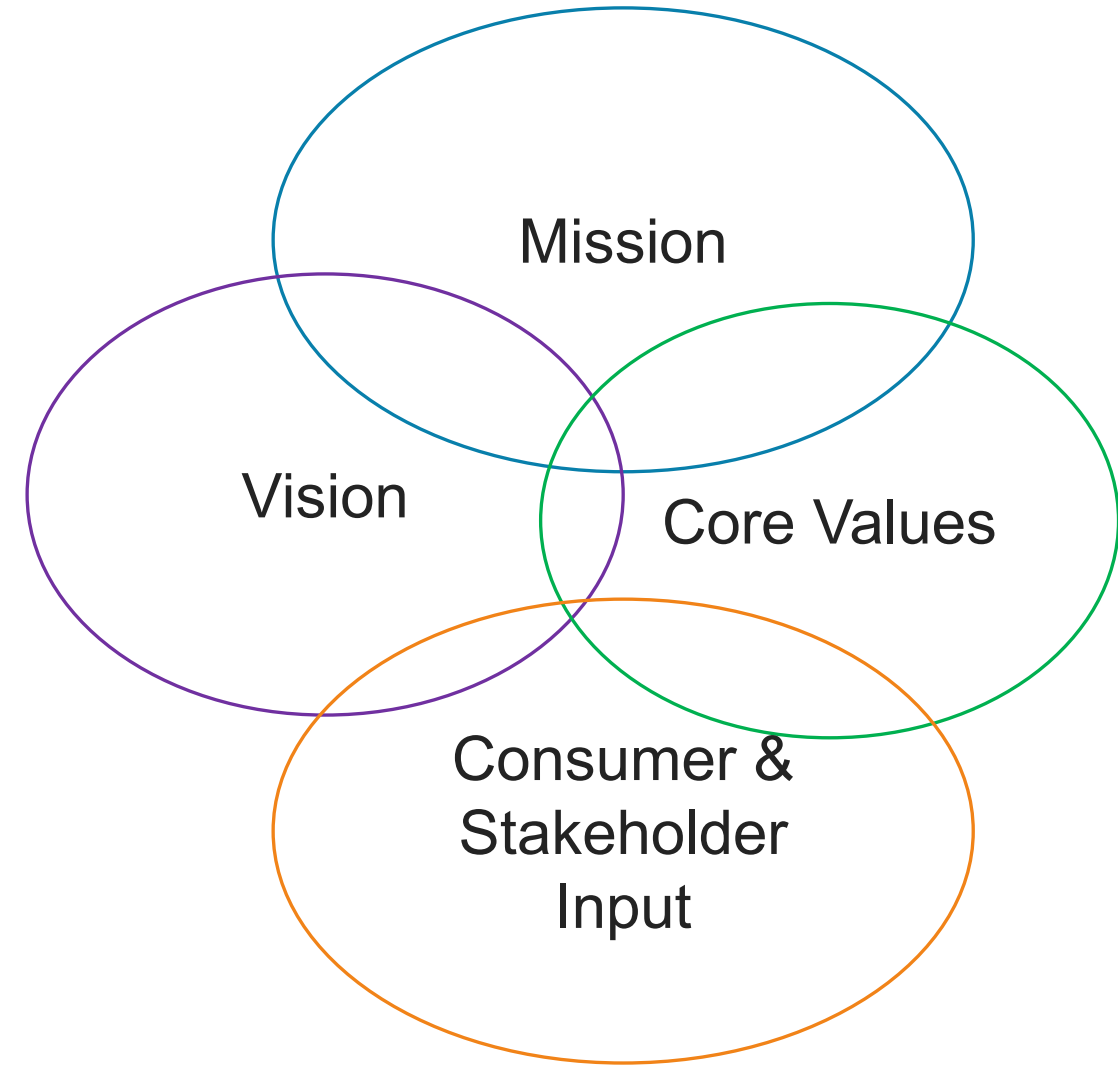
The Board of Directors and staff of BFDI are committed to excellence and this commitment has shaped the Strategic Plan focus. BFDI has wholeheartedly embraced the trademark of our international accrediting body CARF, which is "ASPIRE to Excellence"©.

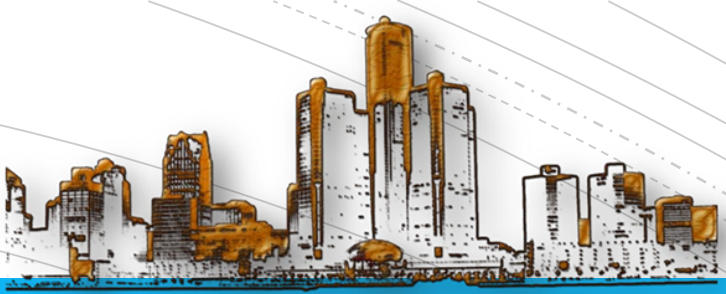
- OUR COMMITMENTS
- Being an agency of Hope & Healing
- Improving the well-being of children
- Improving academic results
- Expanding positive youth development
- Improving support to families
- Building community capacity
- Improving neighborhood safety
- Improving the life outcomes of boys and young men



LEADERSHIP FOCUS

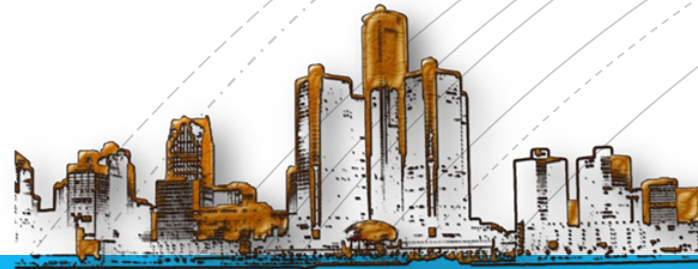
Strategic Alignment





Centers for Family Development, Inc.

Survey Responses Strengths and Challenges

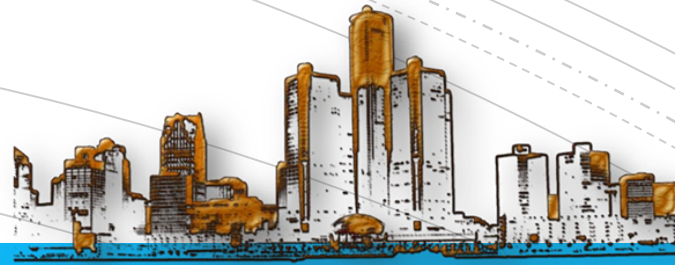


STRENGTHS

- CFDI is known for its corporate citizenship and its commitment to community engagement.
- CFDI is known for its integrity, ethical practices and sound fiscal management.
- CFDI's mission statement is relevant to the current needs of the community.
- CFDI collaborates with other agencies and educational institutions to address community issues.

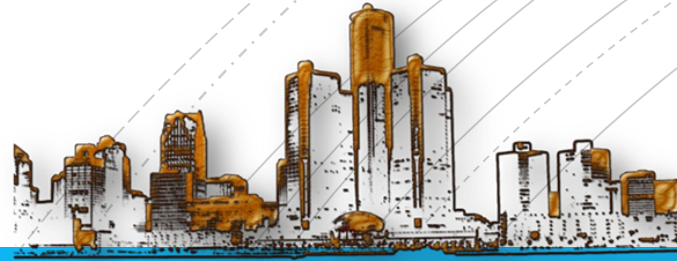
OTHER STRENGTHS INCLUDE:

- Accessibility to services
- Advocacy for the needs of persons served
- Cultural competence in servicing consumers
- Has a consistent positive presence in the community
- Focus on positive youth development services/ activities
- Range of services provided
- Focus on family preservation
- Responsiveness to requests from consumers
- Responsiveness to transforming juvenile justice, as well as mental health, needs of Detroit and Wayne County youth and families.
- Quality of services provided
- Competent and qualified staff



Weaknesses

The overall survey feedback requested and increase in public communication and marketing to promote the strengths and presents of the organization.



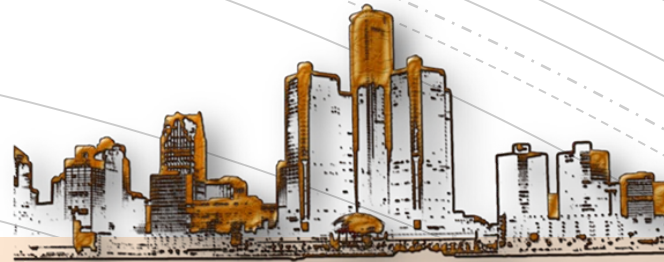
Challenges

Although CFDI is positioned as a premier leader among local nonprofits, it continues to be confronted, as are other nonprofits, with community and environmental challenges.

These challenges include Detroit's Social Determinants of Health indicating the troubling well-being conditions of children and families:

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- 76.2% of Detroit children and young adults (from birth to age 24)live in poverty.
- 87.3% of Detroit K-12 students qualify for free and reduced lunch
- United Way's 2021 ALICE Report indicates that in 2021, 73% of Wayne County youth live in poverty (below the ALICE Threshold).
- Transportation and financial assistance (for food and other basic needs) continue as need gaps facing children, youth, and families.
- In Detroit, 64% of children ages 3-4 were not attending preschool.
- 89% of Detroit's third graders are not reading at grade level.
- Nearly 30,000 eligible young children have no high-quality early learning or childcare options.



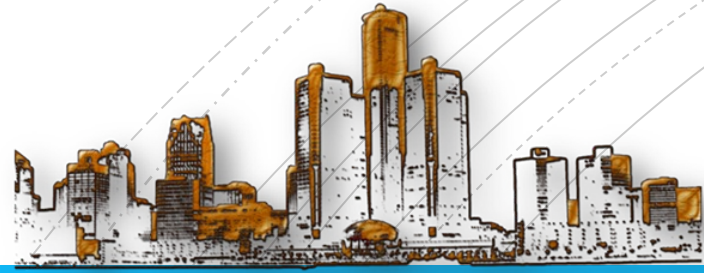
**Informed by CFDI/Stakeholder
Observations & Service Trends:**

**CFDI's Strategic Plan
Is Intended To Infuse Hope With**

“An equitable 2-generational approach
will help Michigan’s kids keep moving
forward” to improve well-being and
racial equity.”

Nine Key Goals Summary of Strategic Plan

- | | |
|---------|--|
| Goal 1: | Being an agency of Hope & Healing |
| Goal 2: | Improving the well-being of children & families |
| Goal 3: | Improving academic results |
| Goal 4: | Expanding positive youth development |
| Goal 5: | Improving support to families |
| Goal 6: | Expanding strategic partnerships with local & national foundations |
| Goal 7: | Expanding strategic collaboration with funders |
| Goal 8: | Improving the life outcomes of boys & young men |
| Goal 9: | Partner with leaders to build community capacity |



Goal 1

BEING AND AGENCY OF HOPE AND HEALING

Sub-Goal 1:1

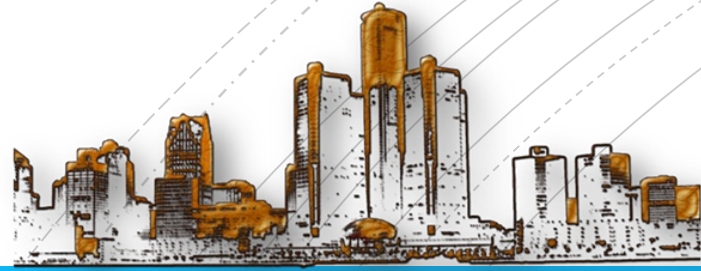
To create a physical, and virtual, place for families to share before and after success stories showcasing the achievement of their hope and healing goals, helping to broaden hope to the larger community.

Sub-Goal 1:2

To create a communication campaign highlighting CFDI's strengths in the public marketplace using CEO external networking, a blog, and interviews on formats such as podcasts, radio, television, and social media.

Sub-Goal 1:3

To provide family support and housing resources (*food, rent, utilities, college and cultural exposure*) through United Way, as well as fundraising \$550,000 to stabilize 85 families with children beyond grant funded services.



Goal 2

TO IMPROVE THE
WELL-BEING OF
CHILDREN AND
FAMILIES

Sub-Goal 2:1

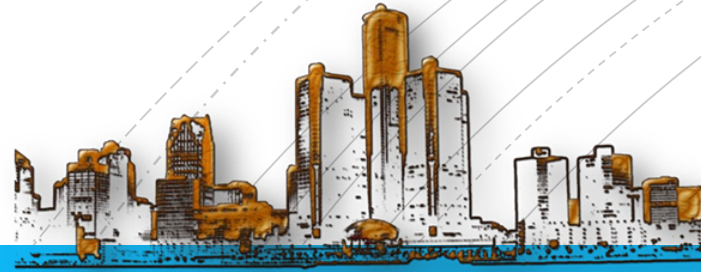
To increase the application of Family Preservation Services, embedded with research - based practices, to improve the well-being of, and racial equity for, children and families.

Sub-Goal 2:2

To increase the availability of community-based, home-based alternatives to support youth and family needs, and improve families quality of life by partnering with consumers, parent advocacy organizations, and peers (youth or adult with lived experiences)

Sub-Goal 2:3

Increase integrated health (*physical health and mental health*) services to children and families.



Goal 2

**TO IMPROVE THE
WELL-BEING OF
CHILDREN AND
FAMILIES**

Sub-Goal 2:4

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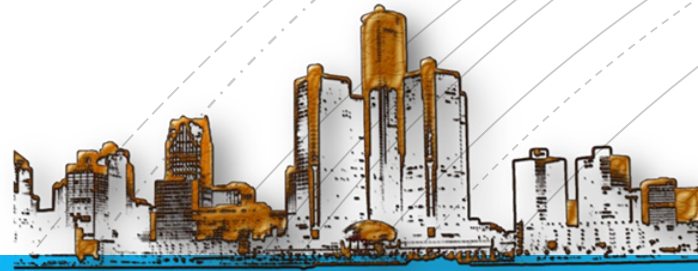
Workforce investments: Provide ongoing investment in staff that maintains their capacity to serve at-risk families.

Sub-Goal 2:5

Implement strategies for improving the health, wellness, and well-being of children, youth and families by participating in partnerships in contexts such as: Hope Stars Here, Great Start Collaborative – Wayne, LENA Start, the Mayors' Task Force Leadership Breakfast, and Family Preservation communities of practice.

Sub-Goal 2:6

Educate staff and the community on child and family well-being targets, as well as help resources, using technology and social media platforms for wider dissemination.



Goal 3

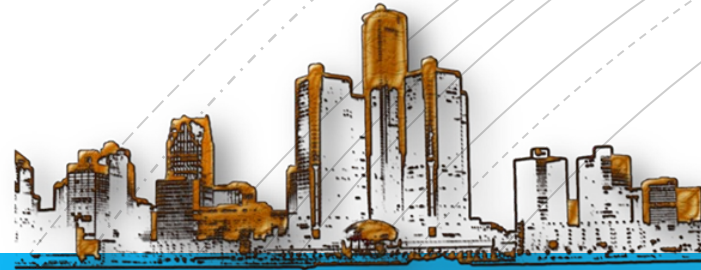
**TO IMPROVE THE
ACADEMIC RESULTS
OF CHILDREN AND
YOUTH**

Sub-Goal 3:1

Identify and work with early childhood providers to access quality programming to enhance the growth and development of children.

Sub-Goal 3:2

Provide families access to age-appropriate reading material and information on core concepts in the science of early childhood that fosters the importance of learning to read by 3rd grade.



Goal 4

**TO EXPAND POSITIVE
YOUTH DEVELOPMENT
OPPORTUNITIES FOR
CONSUMERS AND
STUDENTS ATTENDING
LOCAL SCHOOL
PARTNERS OF CFDI.**

Sub-Goal 4:1

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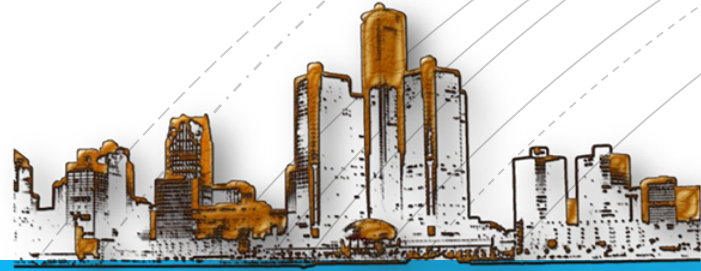
To provide youth with positive youth development opportunities in their homes, school, and community that will support identity growth and development, including understanding their future goal options through out-of-school time programming.

Sub-Goal 4:2

Identify and work with early childhood providers to access quality programming to enhance the growth and development of children.

Sub-Goal 4:3

- To advance the milestones outlined in the national agenda for “My Brother’s Keepers” initiative:
- Entering school ready to learn; reading at grade level by third grade; graduating from high school ready for college and career
- Completing postsecondary education and training, successfully entering the workforce
- Reducing violence and providing a “second chance”



Goal 5

To improve support to families living in distressed communities, with a focus on the city of Detroit

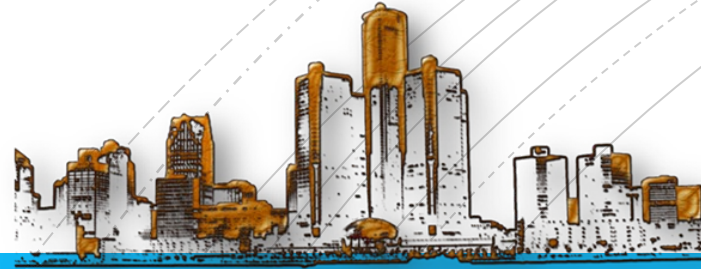
Sub-Goal 5:1

Provide training to staff, families, and the general community regarding brain research and the impact of healthy growth and development of children on a child's developing brain and academic potential.

Sub-Goal 5:2

Provide parent education training on a monthly basis on a range of topics that will help parents ensure that their children have all the support they need to be successful in school and in life.

This includes supporting Detroit parents with workforce development training that will benefit themselves, as well as other Detroit families, by fundraising \$230,000. \$120,000 to provide up to 4 parents with workforce development training to run the Community Closet. \$110,000 to provide 500 families with immediate access to food, diapers, formula, seasonal clothing changes, and other basic needs at no charge.



Goal 6

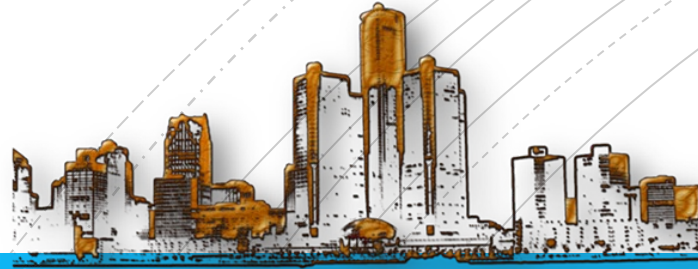
TO INCREASE STRATEGIC PARTNERSHIPS WITH LOCAL AND NATIONAL FOUNDATIONS TO ADVANCE THE MISSION OF CFDI, AS ALIGNED WITH THE MISSION OF THE FOLLOWING FOUNDATIONS: THE SKILLMAN FOUNDATION, THE KRESGE FOUNDATION, W.K. KELLOGG FOUNDATION, BALLMER GROUP, AND THE OBAMA FOUNDATION.

Sub-Goal 6:1

To expand funding relationships for continued support of the My Brother's Keeper Program and Restorative Practices community culture transformation.

Sub-Goal 6:2

To work in alignment with The Kresge Foundation and W.K. Kellogg Foundation to achieve the 15 identified strategies and six (6) imperatives for the Hope Starts Here initiative, with a particular focus on imperative #2- *Support parents and caregivers as children's first teachers and champions*; and imperative #3- *Increase the overall quality of Detroit's early childhood programs.*



Goal 6

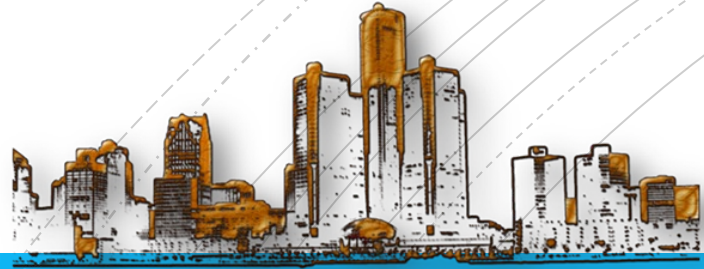
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Sub-Goal 6:3

To expand funding relationships with the Obama Foundation to continue the delivery of My Brother's Keeper services for two (2) additional years, through 2025.

Sub-Goal 6:4

To develop a \$2 million endowment to secure agency fiscal safety net.



Goal 7

**TO INCREASE STRATEGIC
COLLABORATION WITH
KEY PUBLIC AND
PRIVATE FUNDERS TO
ADVANCE THE MISSION
AND GOALS OF CFDI.**

Sub-Goal 7:1

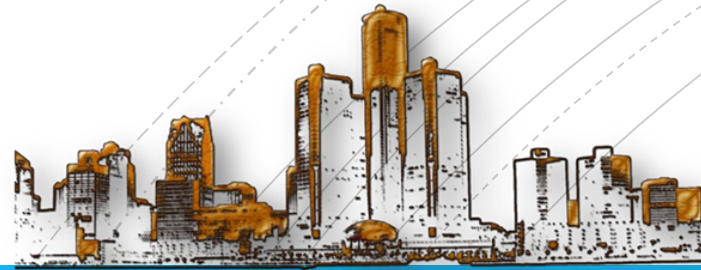
To increase the availability of mental health and prevention services in Detroit Public Schools Community District (DPSCD) and charter schools in Wayne County, through an expanded contract with Detroit Wayne Integrated Health Network.

Sub-Goal 7:2

To partner with DPSCD leadership to expand the present Memorandum of Understanding to include additional Pre-K, 8th grade, and high schools.

Sub-Goal 7:3

To expand strategic partnerships to increase CFDI's service delivery in early childhood, particularly in targeted zip codes with the greatest need.



Goal 7

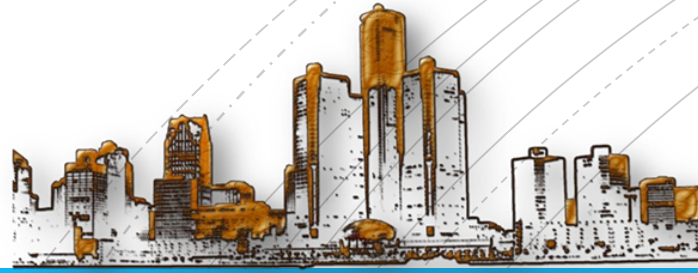
TO INCREASE STRATEGIC COLLABORATION WITH KEY PUBLIC & PRIVATE FUNDERS, AND CAPACITY-BUILDING ENTITIES, TO ADVANCE THE MISSION AND GOALS OF CFDI.

Sub-Goal 7:4

In collaboration with community partners, system involved youth, and the Wayne County Department of Health, Human and Veterans Services, improve the Care Management System Juvenile Justice System of Care through Juvenile Justice transformational practices and procedures addressing the current crisis needs in Wayne County.

Sub-Goal 7:5

To develop a Cyber Security Strategy, while advancing the current Information Technology plan to increase CFDI's technological capacity to advance agency operations, service delivery, and performance improvement.



Goal 8

R.E.A.L Brothers

**TO IMPROVE THE LIFE
OUTCOMES OF BOYS
AND YOUNG MEN IN
COMMUNITIES AND
BRING THE WORK TO
SCALE IN DETROIT.**

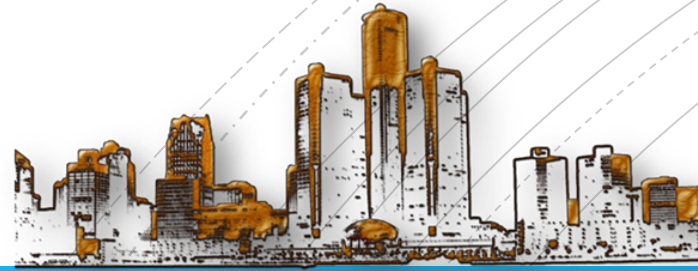
Sub-Goal 8:1

To provide leadership, oversight, and strengthen the alignment with partner organizations focusing on this same target population.

This includes fundraising of up to \$750,000 to serve 1,000 youth in the next 5 years.

Sub-Goal 8:2

To establish a Community of Practice, as evidenced by a Memorandum of Understanding containing a common theory of change and theory of action, with partner groups working with the target population.



Goal 9

**TO PARTNER WITH
LEADERS TO BUILD
COMMUNITY CAPACITY IN
THE NEIGHBORHOODS
OF OSBORN, CODY
ROUGE, SOUTHWEST
DETROIT, AND DENBY**

Sub-Goal 9:1

Engage the residents and other stakeholders in place-based strategies in the communities of Osborn, zip code 48205; Cody Rouge, zip code 48228; and Denby, zip code 48224.

Sub-Goal 9:2

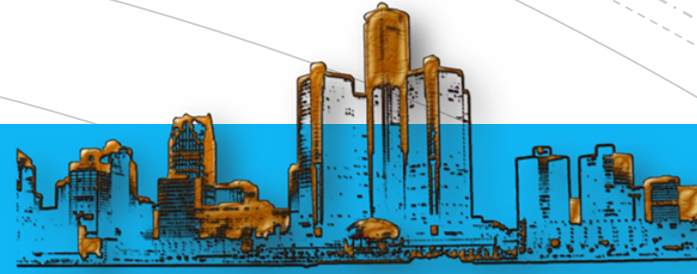
To empower residents in targeted communities by providing organizing and leadership training.

Sub-Goal 9:3

Continue to work in collaboration with MAN Network and other resident-led associations to recruit and train volunteer patrols and build community safety zones in Osborn and other targeted areas.

Sub-Goal 9:4

Host community celebrations in recognition of progress.



Centers For Family Development, Inc.

*"Improving lives through comprehensive
children & family services"*