

**New Hope Children's Advocacy Center**  
*Strategic Plan 2025 - 2027*

**MISSION**

To restore hope to abused or traumatized children and their families

**HOW WE ACCOMPLISH**

We provide all services needed to children who experience abuse or trauma in Blount County

**CORE VALUES**

Intentional Care and Service to Others  
 Strong Communication and Collaboration  
 Continual Growth and Development  
 Commitment to Adaptability and Innovation  
 Daily Pursuit of Excellence

**STRATEGIC PRIORITIES**

A. Organizational Culture

B. Sustainable Funding

C. Program Operations

D. Awareness and Engagement

**STRATEGIC GOALS**

Commit to intentional collaboration and growth alongside all staff members and partners for the betterment of our team, clients, and community

Pursue and maintain multiple streams of healthy funding so our focus can be to scale up rather than down

Offer a full range of top-tier services to child abuse victims and their non-offending families, adapting and innovating as needed to meet the need and allow for sustainability

Immerse ourselves in the community to reflect the organization's good work and need of time (tour, train, volunteer), talent (skills, abilities, service), and treasure (donations and funding)

**OBJECTIVES**

A1: Match responsibilities with talent, skillset, and passion

B1: Reorganize and stabilize the yearly budgeting process to better steward both planned and actual funds

C1: Intentionally search for new and more efficient, cost effective ways of doing things

D1: Enhance stakeholder communications

A2: Invest in training and development opportunities

B2: Facilitate more frequent, structured, goal-oriented Finance Committee meetings

C2: Expand and enhance current programs and methods

D2: Increase community awareness of New Hope through tours, consistent branding, and refreshed public-facing communications

A3: Cultivate strong relationships with partners and supporters

B3: Increase community fundraising efforts so that federal and state funding makes up less than 30% of the budget

C3: Secure talent and partners where needed

D3: Showcase the need for New Hope in the community by way of prevention