

# Willow Tree Family Center Strategic Plan 2013-2015

## Mission

Our mission at WTFC is to grow strong, empowered families by providing support groups and educational services for pregnancy, birth and beyond. By focusing on the family as a system and providing access to evidence-based resources and holistic care, we will support healthy, informed, confident families. Like a willow tree, our center will provide a calming atmosphere to grow strong, flourishing families that support each other.

## Vision

We envision a central place where families can gather from the moment they find out they are expecting. These growing families will find every resource available to them about pregnancy, birth, and beyond under one roof. Families from diverse backgrounds will join together to create one support community.

## Goals

### 1. Strength Our Infrastructure

### 2. Build Our Community

### 3. Improve Pregnancy Services

### 4. Improve Educational and Parenting Services

## Strategic Initiatives

**WTFC will become an independent 501 (c)(3) organization with a Board of Directors that implements best practices in financial management, fundraising, and communications.**

- Apply for and obtain 501(c)(3) status as well as necessary paperwork with the state
- Strengthen understanding and practice of Board governance responsibilities through studying books and utilizing the Michigan Non-Profit Association and Kellogg Foundation Resources
- Develop and implement fundraising committee and fundraising plan
- Increase communication with stakeholders through the development of a communications plan
- Implement board policies
- Establish office and classroom space

**WTFC will grow its community by establishing partnerships with local schools, hospitals, and businesses and by developing a participant base.**

- Develop social media profiles and establish/increase followers
- Develop a newsletter and establish/increase the list serve
- Develop a blog and establish/increase readership
- Increase number of organizations who work cooperatively with us to offer services or who refer to us for services.
- Join at least five similar-missioned coalitions in the mid-Michigan area
- Host the first annual comprehensive baby fair in Lansing

**WTFC will begin offering pregnancy services.**

- Establish a Provider Listing on our website and grow membership
- Establish a Resources section on our website
- Establish a lending library of books and DVDs
- Offer childbirth classes and an exploring birth options class
- Begin Doula Connection program to connect pregnant families to doulas in the area who best fit their needs.
- Rent space to a few pregnancy care providers or instructors

**WTFC will begin offering educational and parenting services.**

- Establish a Provider Listing on our website and grow membership
- Establish a Resources section on our website
- Establish a lending library of books and DVDs
- Establish at least 2 parenting or educational classes or events each quarter
- Begin a parenting mentorship program to prevent post-partum depression
- Offer at least 2 breastfeeding support services (such as pump rental, a mentorship program, or a support group)
- Offer at least 2 parenting support groups and expand groups to a rural location