



The Child Abuse Prevention Council of Out-Wayne County

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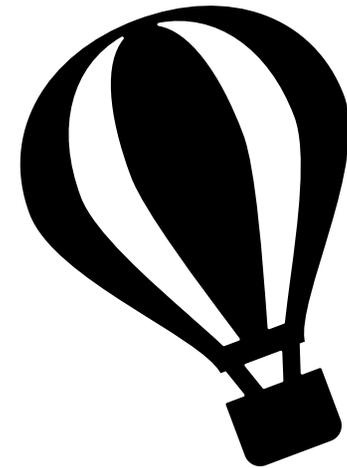
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Vision – To be the child advocacy leader in breaking the cycle of child abuse and neglect in Out-Wayne County.

Mission – To promote the prevention of child abuse and neglect in Out-Wayne County through effective collaborations and prevention activities.

Core Values:

- We value the opportunity for children to reach their full potential.
- We value the need for children and families to lead lives free of abuse.
- We value programs designed to break the cycle of abuse in our communities.
- We value the skills and knowledge necessary to achieve the mission and goals of the organization.
- We value excellence at all levels and in all aspects of the organization.
- We value the collaboration of child abuse prevention serving organizations in working toward a goal of breaking the cycle of abuse in families.
- We value education to inform a community about child abuse issues.
- We value the resources necessary to provide the tools and support for child abuse prevention.
- We value the ability to address change by being flexible and adaptable.
- We value the staff necessary to carry out the values of the organization.
- We value the Board of Directors necessary to carry out the values of the organization.
- We value accountability and communicating results to our public.
- We value the creation of programs that can be used by others to prevent child abuse.
- We value measurement and outcomes.

Statement of the Problem

During the mid-1980s, Child's Hope joined the fight against child abuse and neglect for families in the Out-Wayne County. Though a small group, they have managed to be great contributors for the fight against child abuse and neglect through grant funded initiatives and partnerships with other prevention organizations.

Although there have, and remains to be, a wealth of programs and services working for the prevention of child abuse and neglect prevention, there remains a large number of children experiencing maltreatment in the state of Michigan. According to the 2019 Kids Count Michigan Data Book, "the rate of child abuse and neglect has continued to rise—by 30% from 2012 to 2017..." In 2018, a statement made by Michigan's Office of the Children's Ombudsman says that, "records show state employees and contractors frequently violate the laws and policies meant to protect kids from harm and often fail to intervene when they should." Therefore, the problems with child maltreatment are not only tied to problems in a home, but it's a community-wide issue.

In recent years, Child's Hope has used the tagline "It Shouldn't Hurt to Be a Child", and in the year 2020 we are also exploring "The Power and Possibilities for Child Protection When Advocates and Stakeholders Collaborate." We are welcoming more individuals and organizations to the table to work together to decrease the number of children's deaths, reported and confirmed child abuse cases, and neglect in Out-Wayne County. This strategic plan is the guide to getting this done!

*Kids Count Data Book 2019, <https://datacenter.kidscount.org/publications>

*[Michigan Office of the Children's Ombudsman, 2018](#)

MODELS WE SUPPORT

~A.C.E.S. (Adverse Childhood Experiences)



AWARENESS

IT'S A FACT:
Many Michigan children have experienced
adverse childhood experiences (ACEs),



Adverse childhood experiences, or ACEs, are potentially traumatic events that occur in childhood (0-17 years). For example:

- experiencing violence or abuse
- witnessing violence in the home or community
- having a family member attempt or die by suicide

Also included are aspects of the child's environment that can undermine their sense of safety, stability, and bonding such as growing up in a household with:

- substance misuse
- mental health problems
- instability due to parental separation or household members being in jail or prison

ACEs are linked to chronic health problems, mental illness, and substance misuse in adulthood. ACEs can also negatively impact education and job opportunities. However, ACEs can be prevented.

*Source: Centers for Disease Control and Prevention

MODELS WE SUPPORT continued...

~H.O.P.E. (Health Outcomes from Positive Experiences) ← CONNECT

Positive experiences, ranging from infant attachment to mentoring for adolescents, are essential to children's well-being and to their development into mentally, emotionally, and physically healthy adults.

~Strengthening Families Framework ← STRATEGIES

The Strengthening Families framework includes the following protective factors (Parent Resiliency; Social Connections; Knowledge of Parenting and Child Development; Concrete Support in Times of Need; Social and Emotional Competence)



Each of the protective factors is essential;
but most important is what they do together
To build strength and stability in families.

*Center for the Study of Social Policy - <https://cssp.org/>

CTF Alignment:

Child's Hope is a Council of the Michigan Children's Trust Fund

Child's Hope is 1 of 73 local councils that are funded by Michigan's Children's Trust Fund. The Children's Trust Fund has been the leader in child abuse and neglect prevention across the state. Funds are used in both direct and indirect services to support the needs of the most vulnerable families.

Their success is founded on the strong partnerships and collaborations with other family support and child abuse and neglect prevention initiatives; as well as governmental bodies.

The Children's Trust Fund is "a voice for Michigan's children and families and promotes their health, safety and welfare by funding effective local programs and services that prevent child abuse and neglect."



Children's Trust Fund

Protecting Michigan's Children

*Source: <https://www.michigan.gov/ctf>

ALWAYS ASK YOURSELF...

Are our goals SMART (Specific, Measurable, Achievable, Relevant, Time-bound)?

Strategic Goal 1:	By the end of every year, we will see a 10% gain in a combination of website visits, social media followers, and newsletter subscribers.
So That...	We gain support for our prevention activities.
Future Implications...	The public is engaged in understanding how their actions and decisions relate to child abuse and neglect prevention.

Strategic Initiatives:	Progress Indicators	Person(s) Responsible	Timeline
Key Objective: Sustainability			
Conduct a community needs assessment to provide culturally appropriate materials for Out-Wayne County.	Mechanisms for collection of cultural competence related information/data	Board Development, Executive Director	May '20-September '20
Key Objective: Advocacy			
Hold quarterly public awareness campaigns.	Number of campaigns	Marketing/Communications	April '20-March '23
Increase our social media presence to share child abuse and neglect prevention message.	Facebook "Likes"	Marketing/Communications	May '20-March '23
Key Objective: Prevention			
Develop a tailored prevention share-source that supports the whole family.	Website resources	Prevention Activities Committee	May '20-August '20

Child's Hope Strategic Plan 2020-2023

Strategic Goal 2:	To develop one new partnership annually to collaborate for activities that prevent child abuse and neglect.
So That...	More households in Out-Wayne County will implement safe practices.
Future Implications...	Caregivers are better prepared, and children are safe.

Strategic Initiatives:	Progress Indicators	Person(s) Responsible	Timeline
Key Objective: Sustainability			
Support prevention activities through the implementation of sound fiscal strategies that ensures an accurate cost benefit-analysis.	Financial Policy	Fund Development, Finance Committee	May '20-June '20, Reviewed annually
Periodically evaluate activities against goals and objectives.	Action/Work Plan	Prevention Activities Committee	April '20-March '23
Marketing and communication plan includes a section on how activities are to be promoted.	Market and Communication Plan	Marketing/Communications, Program Activities Committee	April '20-May'20
Key Objective: Advocacy			
Maintain documentation of cooperating efforts with other agencies to develop a continuum of services to meet community needs.	Memorandum of Understanding	Executive Director, Executive Committee	April '20-March '23
Key Objective: Prevention			
Implement activities and support initiatives that support the whole family.	Action/Work Plan	Prevention Activities Committee	September '20-September '22

Child's Hope Strategic Plan 2020-2023

Find additional tools and resources designed to raise awareness and reduce risk factors related to child abuse and neglect.	Board Minutes	Executive Committee, Executive Director	April '20-March '23
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FUNDRAISING PLAN

	2020	2021	2022	2023
Fundraising Budget:	\$3,500	\$500	\$1,000	\$1,500
Projected income:	\$66,102	\$61,527	\$65,102	\$69,602

STRATEGIES:

CTF – Child's Hope will apply annually to continue its approval as Out-Wayne County's child abuse and neglect prevention council.

Staff Time:

Executive Director	20 hours weekly
Volunteer Coordinator	5 hours weekly
Program Coordinators	varies

Board Time: 3-4 hours monthly

Direct Cost: \$43,102

Timetable: Oct. 1 – Sept. 30

GRANTS – Child's Hope will find one new grantor to apply for each year. Current active grants: PNC, Kern Foundation, and Metro West C/U

ANNUAL APPEAL – Child's Hope will grow its donor list by 10% each year. Current forms of solicitation are: Direct mail, Facebook, E-News, and Giving Tuesday

OTHER FUNDRAISING EVENTS/ACTIVITIES – Child’s Hope will host an event or activities to raise additional funds not raised through grants and the annual appeal

CALENDAR

Fundraising Activity	Est. Cost	Est. Income	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Grants	\$0													
Appeal	\$500													
Other	\$0-\$1000													

2020-2023 Planning Committee

Ramana M. Roberson, Executive Director
 Kathleen Cummins-Merry, President
 Donna Rhodes, Secretary

Updated 10/13/20 RR