



2020-2024  
**STRATEGIC PLAN**  
EXECUTIVE SUMMARY

A Look Ahead to Four Years of Strategic Impact





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In the winter of 2020 Kids In Crisis embarked on a strategic planning process intended to explore sustainability, expansion, and growth while continuing to offer emergency shelter, crisis counseling, and community education for children and families dealing with a wide range of issues.

A Strategic Planning Committee (SPC) led the strategic planning process and was comprised of 11 individuals who represented diverse perspectives and experiences from within the organization. Seven Board Members and four Kids In Crisis staff members all shared their expertise, gave generously of their time, and worked together to create goals that will benefit the organization for many years to come. The SPC developed this plan with assistance from an experienced outside consulting firm, one that focuses almost exclusively on setting strategic priorities for nonprofits, The Strategy Group, LLC.

The Strategy Group, LLC conducted a comprehensive environmental scan, including an internal organizational assessment, 11 one-on-one interviews, seven focus groups, and an analysis of client feedback data from TeenTalk and SafeHaven surveys. This data helped the SPC to assess the challenges and opportunities Kids In Crisis will likely face in the future, and set the context for the choices reflected in the Strategic Plan. The SPC: (I) developed new vision, mission, and core operating values statements; (II) identified four strategic opportunities and related goals; and (III) created an action plan specifying a timeline for the work ahead.

The Plan was unanimously approved by the Board in September 2020 with some key assumptions:

- 1. SafeHaven is the foundation of Kids In Crisis' programming and allows the organization to operate 24/7.**
- 2. In March 2020, the Kids In Crisis staff quickly pivoted in response to the COVID-19 pandemic. In keeping with state guidelines, staff found new ways to work remotely and virtually as a team and have kept the agency running smoothly.**
- 3. Technology is essential to all of the work the agency will do moving forward. The outreach efforts outlined in the Strategic Plan will require Kids In Crisis to use and push technology in new ways and the agency is ready to try.**
- 4. Kids In Crisis' goal is to grow and diversify funding sources for long-term sustainability. But it must be stated that Kids In Crisis remains committed to its mission and will never turn anyone away who cannot pay for emergency services.**

PLEASE CALL THE KIDS IN CRISIS HELPLINE IF YOU ARE  
CONCERNED ABOUT THE WELL-BEING OF A CHILD **203-661-1911**

KIDS IN CRISIS ONE SALEM STREET COS COB, CT 06807 **KIDSINCRISIS.ORG**

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**OUR VISION:**

A community where all children are happy and safe.

**OUR MISSION:**

Building healthy communities where children and families thrive through prevention, counseling, and crisis services available 24-hours every day.



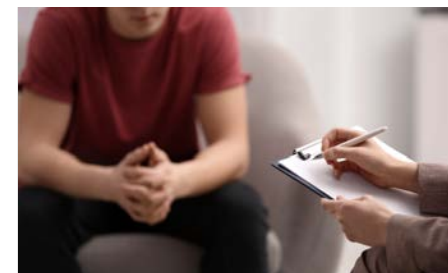
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**OUR CORE OPERATING VALUES:**



**INCLUSIVE:**

We welcome with respect and kindness, the diversity of all people and circumstances



**RESPONSIVE:**

We act quickly and thoughtfully.



**COLLABORATIVE:**

We bring together strength and compassion for the benefit of children.

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## STRATEGIC OPPORTUNITIES AND GOALS:

In keeping with the environmental scan's findings, and detailed conversations with the Strategic Planning Committee, Kids In Crisis will focus on four key goals over the next several years:

### i. GOVERNANCE

To attract and retain a committed, skilled, and diverse Board of Directors and leadership team.

### II. MARKETING & COMMUNICATIONS

To build stronger community support and engagement through increased awareness and outreach.

### III. PROGRAM EXPANSION

To deliver high quality, relevant, and innovative programs with clear and measurable outcomes.

### IV. FINANCIAL SUSTAINABILITY

To grow and diversify funding sources for long-term sustainability

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One Salem Street Cos Cob, CT 06807

203-622-6556 [kidsin crisis.org](http://kidsin crisis.org)

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