





Positive Core

Mission


Be Strong Families partners to create transformative change by developing and sustaining conversations that nurture the spirit of family, promote well-being, and prevent violence.

Vision

Be Strong Families sees the becoming of a healthy, strong global family in which:

Everyone works together to support each other and to create a sustainable future for our children spanning multiple generations; and

Every society is composed of tight, loving, and fabulously strong families, and all children are safe, cared for, and nurtured in healthy communities.



Positive Core

Values

- **Family:** Our value of family begins with respect for and appreciation of others no matter how old, how young, where they come from, what they've experienced, where they are, how capable they are, how healthy they are, who they love. It extends to individual's choices of who they call family – what intentional, meaningful relationships they form. Our value of family extends to community and to sisterhood and brotherhood.
- **Authenticity:** Our commitment is to being real, present, with our whole selves for every moment, every meeting, every activity and every project.
- **Liberation:** We value social, political, economic, racial and ethnic, spiritual justice and we promote freedom and facilitate transformation grounded in our value of liberation.
- **Vitality:** This means being strong, active, and filled with positive energy. Our value of vitality includes well-being of mind, body, spirit, and soul – and of individuals, families, communities, societies, and the earth.



Positive Core

Values

- **Collaboration:** True collaboration is working together to have a collective impact that benefits everyone involved. Part of this value is inclusion – for us, every perspective is welcome, every voice is valuable for advancing the work.
- **Excellence:** We value quality, integrity, and professionalism. Our excellence is advanced by being strategic and intentional about all of our choices and by using skillful means, such as the Strengthening Families™ Protective Factors and other tools and frameworks that assist us with getting the job done!
- **Spirit:** We pay attention to the spirit of things: the energy of them. Because of this, we are attentive to synchronicity, understanding that processes that involve people are organic and often non-linear. We seek to go where the energy is and to move forward building on strengths to realize abundance and prosperity. We understand Spirit to be the foundation of everything – including family– and we aspire to know our fundamental connection.
- **Love: Empathy, kindness, and patience** are hallmarks of our approach to achieving well-being, healing and peace. Our value of love, starting with **self-love**, causes us to feel **compassion** and **appreciation** for everyone we encounter and allows us to have **heart-to-heart connections** and hold space for transformation.



Positive Core

Empowered Engagement

We use empowered engagement in everything we do, encouraging people to surface solutions from their own wisdom, build from their own experiences, assist each other through peer-to-peer support, and become leaders in their families and communities.


We are committed to shifting power dynamics in human services, promoting justice, eliminating systemic racism, and co-creating with the people who our products and services are intended to assist.

Disrupt & Co-Create

**Programs
Products
Services**

Strategic Objectives

1. Revenue from Be Strong Families' Training and Technical assistance efforts doubles by FY 2025, representing expansion of Café efforts both within states and to new states and countries.
2. Service and product offerings expand both within child welfare and family services and into new markets, including but not limited to: health and wellness, early childhood, education, faith-based / spiritual spaces.
3. Products and services are co-created and delivered through a process of empowered engagement with representatives of populations they are intended to serve.
4. Innovate and leverage new conversations that create measurable change in areas related to Be Strong Families' mission.



Measure & Learn

**Continuous Learning
Outcomes & Impact**

Strategic Objectives

1. BSF programs / services, beginning with Parent Cafes, are recognized nationally as evidence-based practices as measured by inclusion in relevant clearinghouses.
2. Grow National Parent Café Evaluation project, providing regular reports to partners and publicizing and widely disseminating an annual national report.
3. Sustain a culture of continuous learning -- gathering, analyzing, reporting on, and utilizing data to drive organizational and programmatic change.
4. Ensure cultural humility, diversity, equity & inclusion are fully integrated both internally & externally in all BSF activities.

Expand & Thrive

Social Architecture
Community
Solid Infrastructure
Financial Independence

Strategic Objectives

1. Attain financial independence as reflected in a financial reserve of \$250K and a 2025 budget of \$5 million that includes social enterprise / economic engines.
2. Make effective use of technology to amplify and expand the reach of BSF.
3. Foundations, governments, institutes, contract with BSF as a thought leader for best practices in parent and family engagement, community and social justice issues and to convene high-impact strategic conversations.
4. Adopt Youth and Emerging Adults as a main programmatic focus.
5. Double the size of all sectors of the BSF Café Community of Practice and increase their connectivity and reciprocal learning.

Communicate & Model

**Get the word out
Be the change**

Strategic Objectives

1. Develop and maintain robust public relations, publicity, and marketing capacities, including the ability to plan and execute multi-level public awareness campaigns.
2. Elevate the visibility of parent and youth / emerging adult leadership, promoting their power as agents of change.
3. Safeguard and protect the integrity and quality of Be Strong Families' brand.
4. Develop and maintain an overall organizational culture that nurtures the holistic vitality of Be Strong Families staff and embodies the BSF mission, vision, and values.