



2017-2020

STRATEGIC PLAN

INTRODUCTION

The primary goals of the plan are to:

EXPAND CORE PROGRAMMING TO BECOME THE GO-TO RESOURCE FOR FAMILIES FROM PRE-CONCEPTION TO AGE 2

RE-FOCUS CURRENT PROGRAMMING FOR COLLECTIVE IMPACT AND FUTURE EXPANSION

STRENGTHEN INTERNAL OPERATIONS TO ENSURE CONTINUATION AS AN EFFECTIVE AND IMPACTFUL NONPROFIT

ENSURE OUR STRENGTH AS A NONPROFIT BY FOCUSING ON FINANCIAL SUSTAINABILITY AND PHILANTHROPY

The strategic plan reflects these four goals.

The organization used the services of The Spark Mill, a Richmond, VA Strategic Planning firm to facilitate the process. Consultants from The Spark Mill collected information from three areas as part of the information-gathering portion of the planning process.

- Interviews with Stakeholders
- Survey done by Nurture
- Board of Directors Retreat

MISSION & VISION

The mission of Nurture is to improve the health and wellbeing of Richmond's childbearing families through fitness, education, social support, and community engagement.

Nurture envisions a world where all families are supported through the journey of pregnancy, birth, and early parenting. Where there is easy and affordable access to trusted support, educational services and community resources so that parents raise healthy, secure children in a strong and connected community.

WE BELIEVE...

Nurture believes that pregnancy, birth, and early parenting comprise a critical life transition that has profound and long-lasting effects on mothers, babies, families, and society. Tending this transition wisely can result in significant and long-term benefits in the health of children and families.

GOALS AND IMPLEMENTATION

1. EXPAND CORE PROGRAMMING TO BECOME THE GO-TO RESOURCE FOR FAMILIES FROM PRE-CONCEPTION TO AGE 2

- 1.1. Establish core programming to be focused on becoming the go-to resource connector for families from pre-conception to age 2 in the Richmond area
- 1.2. Develop and implement resource guide for families from pre-conception to age 2
- 1.3. Continue to invest in the development and growth of the Birth and Baby Fair

2. RE-FOCUS CURRENT PROGRAMMING FOR COLLECTIVE IMPACT AND FUTURE EXPANSION

- 2.1. Create an implementation plan for trimming current programming in light of mission alignment and capacity
- 2.2. Re-evaluate program menu annually
- 2.3. Communicate the story of Nurture to drive participation and general understanding of organization and its focal areas

3. STRENGTHEN INTERNAL OPERATIONS TO ENSURE CONTINUATION AS AN EFFECTIVE AND IMPACTFUL NONPROFIT

- 3.1. Live into our commitment to diversity and equity in all aspects of our organization
- 3.2. Record and create policies and procedures for basic functions of the organization
- 3.3. Identify and define organizational roles and structure for the board and staff
- 3.4. Create a plan to focus on board recruitment, orientation and retention
- 3.5. Increase volunteer participation by focusing on recruitment and retention

4. ENSURE OUR STRENGTH AS A NONPROFIT BY FOCUSING ON FINANCIAL SUSTAINABILITY AND PHILANTHROPY

- 4.1 Create a culture of philanthropy among board, staff, and volunteers
- 4.2 Invest in our ability to fundraise by increasing our internal capacity
- 4.3 Develop a multi-year financial plan that includes reserve generation, strategic growth, and diversification of income streams

ACKNOWLEDGMENTS

Board of Directors

Leslie Lytle, Founder & Executive Director

Portia Chan

Janina King Poulin

Caitlin Minnick

Mary Cait Nannery

Tracey Spahr Wingold

Cristin Traylor

Jane Van Ostern

Alexis Willard