



# Action Plan | 2020-2021

## INTRODUCTION

In 2020, The Spark Mill was hired to guide the organization in the development of a short-term (18 month) strategy that would focus deeply on development. The project began with the Gather phase, gaining input and feedback from staff, and board about the current and future state of community-oriented childbearing families in the Richmond Region, as well as an environmental scan that looks at similar organizations in the region.

Nurture improves the health and wellbeing of Richmond's childbearing families through fitness, education, social support, and community engagement.

The organization is at an exciting crossroads, and has decided in order to best serve their community they will focus their services on three key areas:

- improving access to perinatal supports and resources;
- improving the local maternal/infant health ecosystem; and
- breastfeeding support and advocacy

*We will do this by serving as a connector between families, providers, and the greater Richmond community in order to improve maternal and child outcomes “*

## GOALS AND STRATEGIES

**1. Be a champion for pregnant and parenting families and their providers by developing strong connections and cultivating awareness of the importance of the prenatal, pregnancy, birth, and early parenting periods for optimum long-term health outcomes**

1.1. Develop and launch a virtual community-wide directory to facilitate access to reliable, up-to-date information and resources for both childbearing families and professionals serving them

1.2. Offer provider level health advocacy trainings for pregnancy, birth, and early

parenting

1.3. Carry out #RVABreastfeeds work with an intentional focus on Black/Latinx Communities

1.4. Explore opportunities to convene and advocate for the families, providers, and the community

1.5. Create and/or support programs that promote health and wellness, education, social support, and community engagement

## **2. Establish Nurture as a standalone, vibrant organization**

2.1. Develop a virtual presence that reflects the current work of Nurture

2.2. Engage the community through values-based storytelling

2.3. Streamline and promote Nurture's role in current coalition and community partnerships in support of focus areas

## **3. Invest in continuing to build a healthy and strong organization**

3.1. Engage board and staff in philanthropy and build a sustainable fundraising program

3.2. Invest in building a board culture that allows for total collaboration, trust, and accountability for one another and the staff

3.3. Build board capacity through professional development and intentional recruitment

3.4. Develop a staffing plan that includes succession planning for leadership

3.5. Re-imagine and restructure current coalition and community partnerships to align with the mission and vision of Nurture

# ACKNOWLEDGMENTS

## **Strategic Planning Team**

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## **Consultant Support**

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