



2018 GOALS & OPERATING OBJECTIVES

MISSION: *The mission of the Guardian ad Litem Foundation of Tampa Bay is to provide advocacy and support for abused, abandoned or neglected children in the Guardian ad Litem Program of Pinellas and Pasco Counties.*

VISION: *We envision a world where every child has a safe and permanent home and the opportunity to thrive.*

CORE VALUES:

CHILDREN FIRST

We will respond with compassion and empathy to every abused, abandoned or neglected child assigned to the Guardian ad Litem Program to assure his or her voice is heard, safety is achieved, needs are met and dignity is preserved.

FINANCIAL INTEGRITY

We will conduct our business with ethical and professional standards worthy of the public trust and be conscientious stewards of the financial resources entrusted to us.

FAIRNESS AND COLLABORATION

We will act honestly, fairly, respectfully, and collaboratively with each other, community partners and donors to advance the mission of the Foundation.

GOAL I. SUSTAINABILITY:

THE GUARDIAN AD LITEM FOUNDATION OF TAMPA BAY WILL INCREASE ORGANIZATIONAL SUSTAINABILITY THROUGH RESOURCE DEVELOPMENT, SUCCESSION PLANNING, AND CULTIVATING A BROAD BASE OF PUBLIC AND PRIVATE SUPPORT TO ACTIVE DELIVER ON THE PROMISE OF OUR MISSION.

Objective 1.1. By March 31, 2018, develop a succession plan for the Executive Director for a variety of different personnel situations.

Objective 1.2. By March 31, 2018, create an annual work plan and calendar that includes both “evergreen” annual work/activities and strategic activities. This includes timelines and process documents for all major activities such as the Backpack Project, Holiday Gift Giving, and the 5K.

Objective 1.3. By June 1, 2018, implement an annual giving campaign focused on increasing donations from Guardian ad Litem volunteers and creating a culture of philanthropy among all stakeholders. This giving campaign will include the development of gift levels, recognition of gifts, and exploration of software that allows for recurring gifts (i.e. monthly support). The income goal for this objective is \$10,000.

Objective 1.4. By March 31, 2018, recruit and hold quarterly resource development committee meetings to help secure resources to support the children we serve.

Objective 1.5. By June 15, 2018, implement an online portal for grants with all documents and reporting needs clearly defined. Conduct a training for Board members to preview this resource and tool.

Objective 1.6. By December 31, 2018, conduct fund development training for Board members.

Objective 1.7. By December 31, 2018, create and implement a donor engagement strategy that includes regular updates and recognition and explore hosting a donor appreciation event annually to raise awareness of impact of program services.

Objective 1.8. By December 31, 2018, Board members will have participated in at least one professional development opportunity to learn more about the Guardian ad Litem Program. Activities could include in-services, brown bag lunches, court watch, GAL training, or other subject matter expert presentations.

GOAL II. COMMUNITY AWARENESS:

THE GUARDIAN AD LITEM FOUNDATION OF TAMPA BAY (IN COLLABORATION WITH THE SIXTH CIRCUIT GUARDIAN AD LITEM PROGRAM) TO ENHANCE COMMUNITY AWARENESS OF OUR MISSION & EXPAND OUR VOICE TO SUPPORT AND MEET THE NEEDS OF OUR ABUSED, ABANDONED, AND NEGLECTED CHILDREN.

Objective 2.1. By December 31, 2018, host at least 4 in-service opportunities for new Guardians to learn about the Foundation resources and programs. These opportunities will serve at least 80 participants.

Objective 2.2. By December 31, 2018, create a short video for the website and social media

that is in introduction to the work of the Foundation.

Objective 2.3. By March 31, 2018, create a one-pager on Foundation resources to be provided to GALs when they receive a new case. By June 1, 2018, create a “Welcome Package” for Guardians that includes recognition for becoming a Certified Active volunteer.

Objective 2.4. By December 31, 2018, include bi-monthly Foundation Spots in the Program Newsletter on months the Foundation newsletter is not scheduled.

Objective 2.5. By March 31, 2018, develop an elevator speech that clearly articulates the role of the Foundation and how it supports the work of the Guardian ad Litem Program.

Objective 2.6. By June 1, 2018, create and implement a storytelling campaign through the Vision 2020 Committee that dispels myths about volunteering as a Child Advocate.

Objective 2.7. By October 1, 2018, create and implement and implement a Foundation ambassador program to help amplify our voice within the Guardian community.

Objective 2.8. By June 1, 2018, conduct surveys and research to understand why we lose leads in the volunteer recruitment process.

GOAL III. PROGRAM SERVICES & OUTCOMES:

THE GUARDIAN AD LITEM FOUNDATION OF TAMPA BAY WILL WORK IN COLLABORATION WITH THE SIXTH CIRCUIT GUARDIAN AD LITEM PROGRAM TO DEVELOP MEASURABLE PROGRAM OUTCOMES TO EVALUATE FOUNDATION AND PROGRAM ACHIEVEMENTS.

Objective 3.1. By March 31, 2018, convene key stakeholders to explore possible outcomes and tools for measurement.

Objective 3.2. By June 1, 2018, develop measurement tools and processes to collect data and report to stakeholders.

Objective 3.3. By September 1, 2018, train any necessary stakeholders (GALs, Program staff) as needed.

Objective 3.4. By September 1, 2018, launch a series of opportunities in collaboration with the GAL Program to support Guardian ad Litem volunteers and allow them space to provide feedback and receive peer support. Opportunities may include: Coffee with the Circuit Director, “kindred groups” around certain topics (i.e. adoption and termination of parental rights, GALs of teens, education needs, etc.), Wine Down Wednesday, etc.