

Black Family Development, Inc.

Strategic Plan



Black Family Development, Inc.

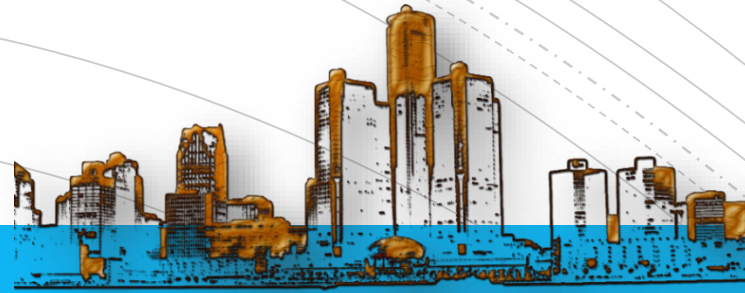
"Improving lives through comprehensive children & family services"

2022-2025 "Creating Communities of Healing"





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"Improving lives through comprehensive children & family services"



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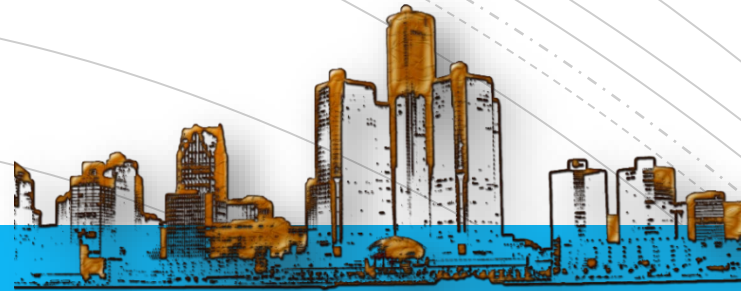
Our Mission

To strengthen and enhance the lives of children, youth and families through partnerships that support safe, nurturing, vibrant homes, schools and communities.





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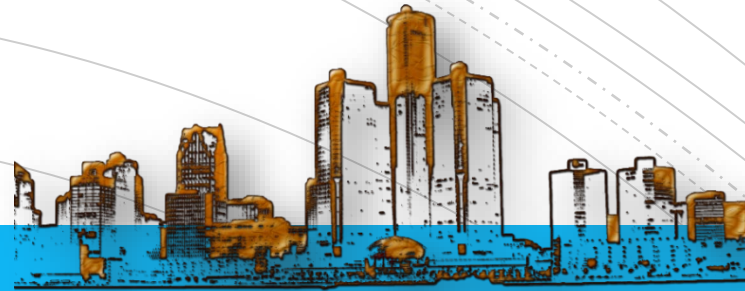
Our Vision

To be the self-sufficient premier provider of comprehensive family counseling services to children, youth, and families -- the pacesetter for quality, innovative services and training with national recognition.





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Black Family Development, Inc.

Core Values

Integrity

Build Family Strengths to Excel Them Beyond Crises

Cultivating Strong Children In Strong Families



"ASPIRE to Excellence"©

The Board of Directors and staff of BFDI are committed to excellence and this commitment has shaped the Strategic Plan focus. BFDI has wholeheartedly embraced the trademark of our international accrediting body CARF, which is "ASPIRE to Excellence"©.



Advancing the Mission of BFDI Through Strategic Planning and Strategic Alignment



OUR COMMITMENTS

Being an agency of Hope & Healing

Improving the well-being of children

Improving academic results

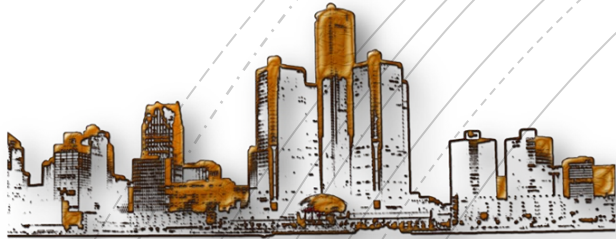
Expanding positive youth development

Improving support to families

Building community capacity

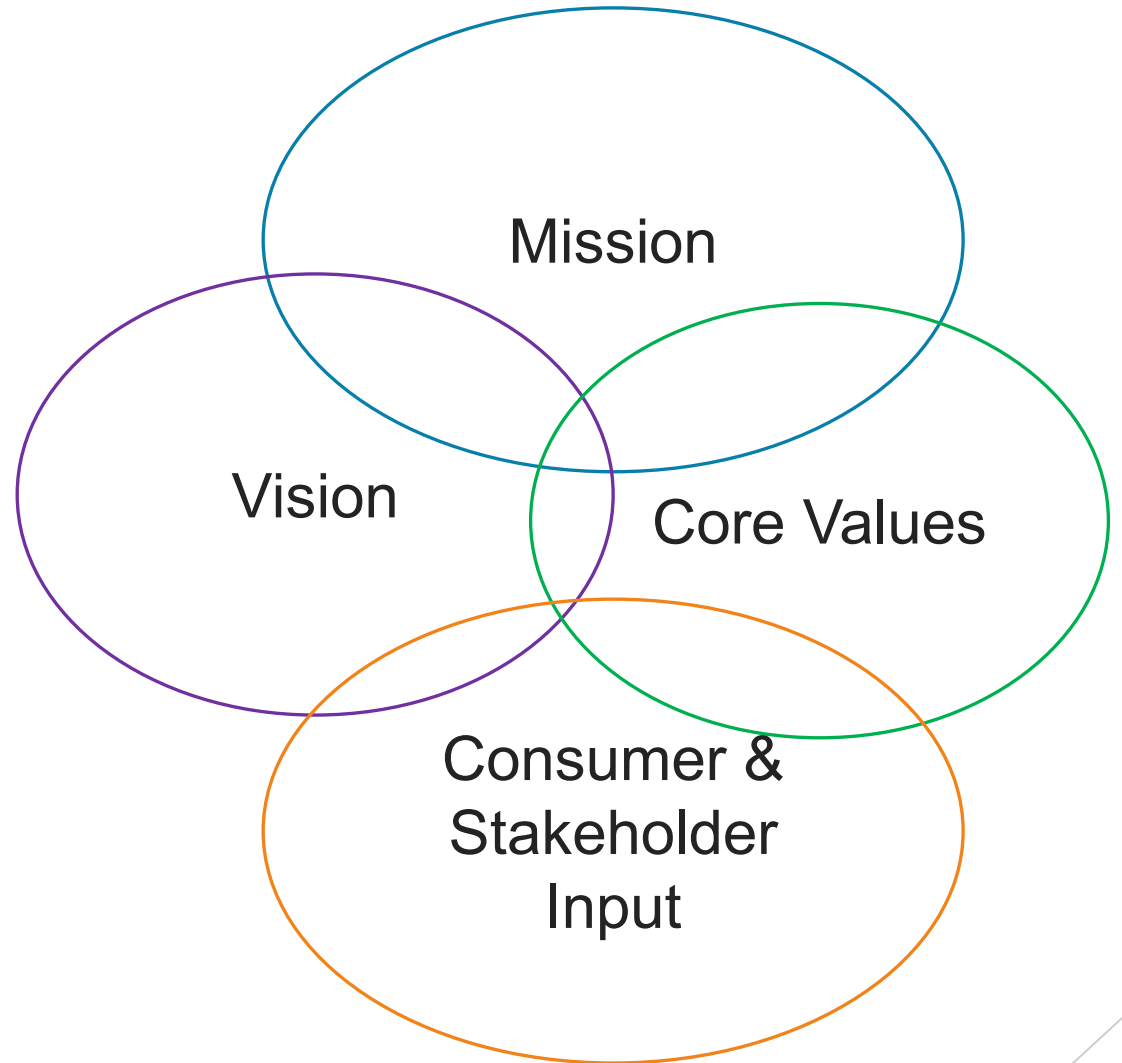
Improving neighborhood safety

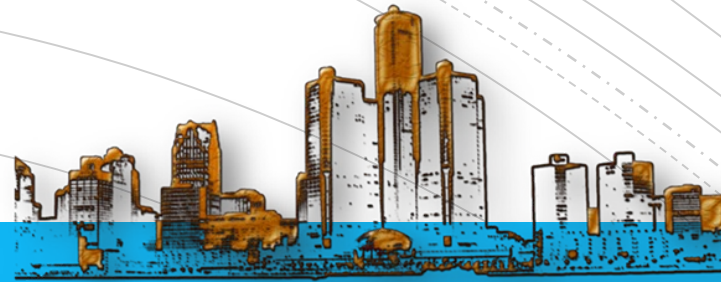
Improving the life outcomes of boys and young men of color.



LEADERSHIP FOCUS

Strategic Alignment

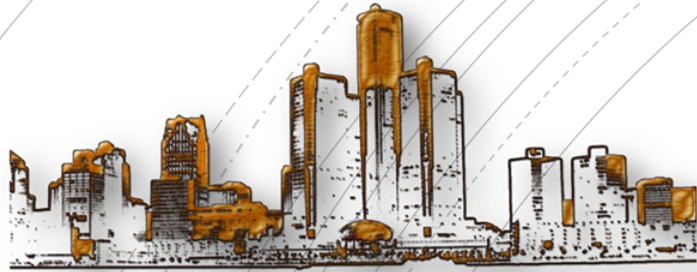




Black Family Development, Inc.

Survey Responses Strengths and Challenges





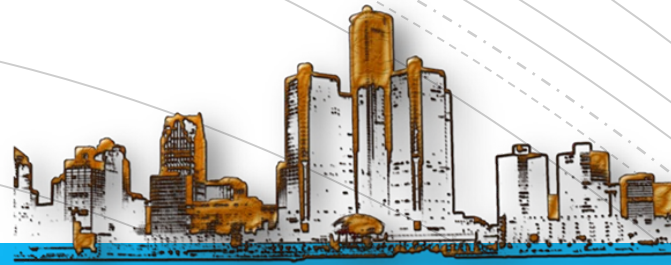
STRENGTHS

- BFDI is known for its corporate citizenship and its commitment to community engagement.
- BFDI is known for its integrity, ethical practices and sound fiscal management.
- BFDI's mission statement is relevant to the current needs of the community.
- BFDI collaborates with other agencies and educational institutions to address community issues.



OTHER STRENGTHS INCLUDE:

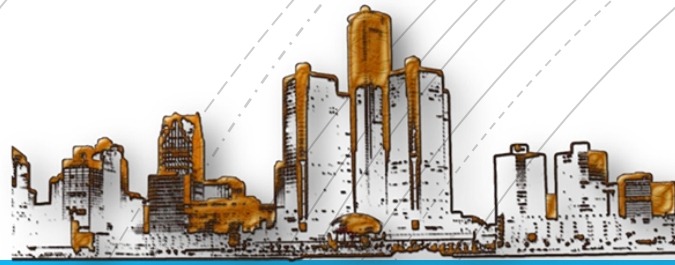
- Accessibility to services
- Advocacy for the needs of persons served
- Cultural competence in servicing consumers
- Has a consistent positive presence in the community
- Focus on positive youth development services/ activities
- Range of services provided
- Focus on family preservation
- Responsiveness to requests from consumers
- Responsiveness to transforming juvenile justice, as well as mental health, needs of Detroit and Wayne County youth and families.
- Quality of services provided
- Competent and qualified staff



Weaknesses

The overall survey feedback requested and increase in public communication and marketing to promote the strengths and presents of the organization.





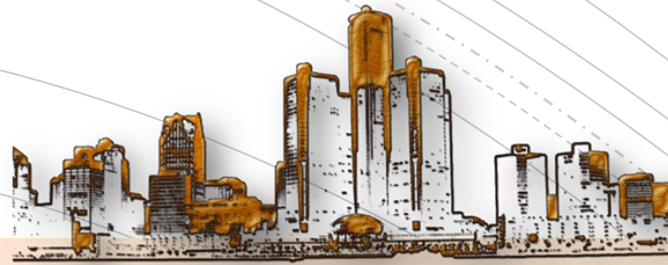
Challenges

Although BFDI is positioned as a premier leader among local nonprofits, it continues to be confronted, as are other nonprofits, with community and environmental challenges.



These challenges include Detroit's Social Determinants of Health indicating the troubling well-being conditions of children and families:

- 76.2% of Detroit children and young adults (from birth to age 24)live in poverty.
- 87.3% of Detroit K-12 students qualify for free and reduced lunch
- United Way's 2021 ALICE Report indicates that in 2021, 73% of Wayne County youth live in poverty (below the ALICE Threshold).
- Transportation and financial assistance (for food and other basic needs) continue as need gaps facing children, youth, and families.
- In Detroit, 64% of children ages 3-4 were not attending preschool.
- 89% of Detroit's third graders are not reading at grade level.
- Nearly 30,000 eligible young children have no high-quality early learning or childcare options.



BFDI Strategic Plan Is Intended To Infuse Hope

A BFDI Trend Observation:

“An equitable 2-generational approach will help Michigan’s kids keep moving forward” to improve well-being and racial equity.”



A Strategic Plan of Black Family Development, Inc. 2022-2025 PROGRAM GOALS

OUR COMMITMENTS

Being an agency of Hope & Healing

Improving the well-being of children

Improving academic results

Expanding positive youth development

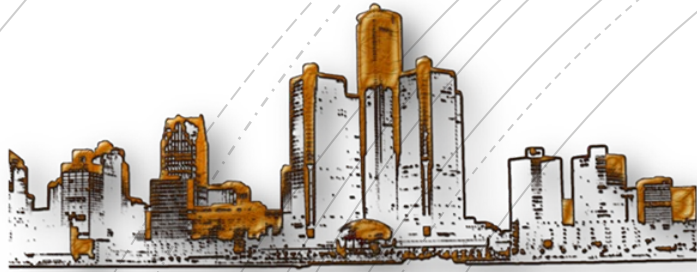
Improving support to families

Building community capacity

Improving neighborhood safety

Improving the life outcomes of boys and young men of color.





Goal 1

BEING AND AGENCY OF HOPE AND HEALING



Sub-Goal 1:1

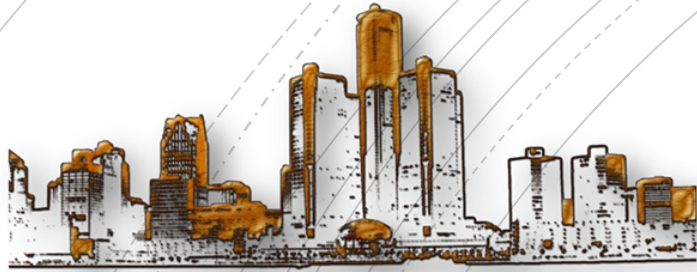
To create a physical, and virtual, place for families to share before and after success stories showcasing the achievement of their hope and healing goals, helping to broaden hope to the larger community.

Sub-Goal 1:2

To create a communication campaign highlighting BFDI's strengths in the public marketplace using CEO external networking, a blog, and interviews on formats such as podcasts, radio, television, and social media.

Sub-Goal 1:3

To provide family support resources (*food, rent, utilities, college and cultural exposure*) through United Way Safety Net funds, as well as fundraising beyond grant funded services.



Goal 2

TO IMPROVE THE
WELL-BEING OF
CHILDREN AND
FAMILIES



Sub-Goal 2:1

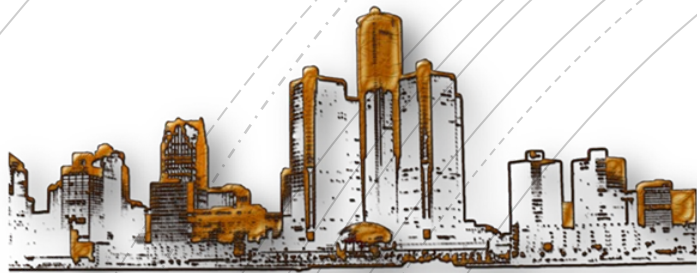
To increase the application of Family Preservation Services, embedded with research - based practices, to improve the well-being of, and racial equity for, children and families.

Sub-Goal 2:2

To increase the availability of community-based, home-based alternatives to support youth and family needs, and improve families quality of life by partnering with consumers and parent advocacy organizations.

Sub-Goal 2:3

Increase integrated health (*physical health and mental health*) services to children and families.



Goal 2

TO IMPROVE THE WELL-BEING OF CHILDREN AND FAMILIES



Sub-Goal 2:4

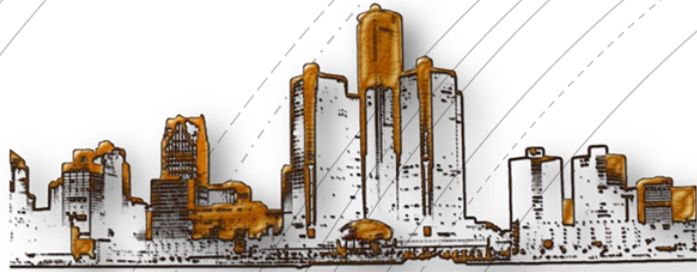
Workforce investments: Provide ongoing investment in staff that maintains their capacity to serve at-risk families.

Sub-Goal 2:5

Implement strategies for improving the health, wellness, and well-being of children, youth and families by participating in partnerships in contexts such as: Hope Stars Here, Great Start Collaborative – Wayne, LENA Start, the Mayors’ Task Force Leadership Breakfast, and Family Preservation communities of practice.

Sub-Goal 2:6

Educate staff and the community on child and family well-being targets, as well as help resources, using technology and social media platforms for wider dissemination.



Goal 3

TO IMPROVE THE
ACADEMIC RESULTS
OF CHILDREN AND
YOUTH

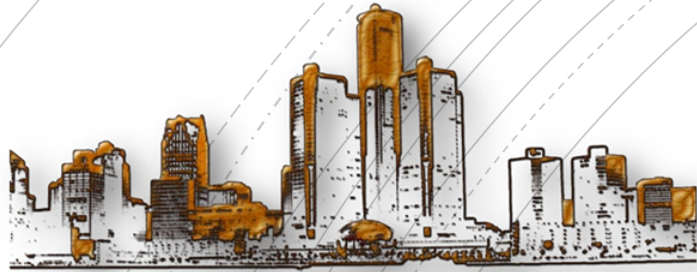


Sub-Goal 3:1

Identify and work with early childhood providers to access quality programming to enhance the growth and development of children.

Sub-Goal 3:2

Provide families access to age-appropriate reading material and information on core concepts in the science of early childhood that fosters the importance of learning to read by 3rd grade.



Goal 4

TO EXPAND POSITIVE YOUTH DEVELOPMENT OPPORTUNITIES FOR CONSUMERS AND STUDENTS ATTENDING LOCAL SCHOOL PARTNERS OF BFDI.



Sub-Goal 4:1

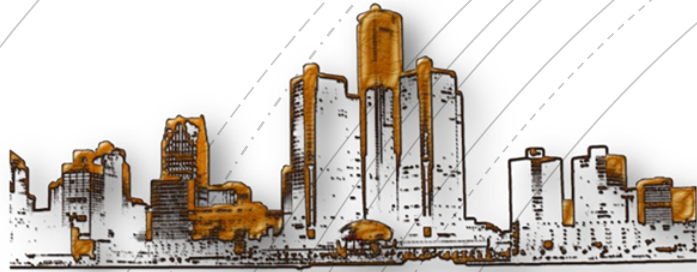
To provide youth with positive youth development opportunities in their homes, school, and community that will support identity growth and development, including understanding their future goal options through out-of-school time programming.

Sub-Goal 4:2

Identify and work with early childhood providers to access quality programming to enhance the growth and development of children.

Sub-Goal 4:3

- To advance the milestones outlined in the national agenda for “My Brother’s Keepers” initiative:
- Entering school ready to learn; reading at grade level by third grade; graduating from high school ready for college and career
- Completing postsecondary education and training, successfully entering the workforce
- Reducing violence and providing a “second chance”



Goal 5

To improve support to families living in distressed communities, with a focus on the city of Detroit

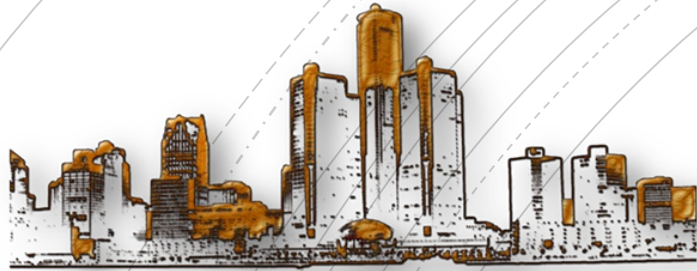


Sub-Goal 5:1

Provide training to staff, families, and the general community regarding brain research and the impact of healthy growth and development of children on a child's developing brain and academic potential.

Sub-Goal 5:2

Provide parent education training on a monthly basis on a range of topics that will help parents ensure that their children have all the support they need to be successful in school and in life.



Goal 6

TO INCREASE STRATEGIC PARTNERSHIPS WITH LOCAL AND NATIONAL FOUNDATIONS TO ADVANCE THE MISSION OF BFDI, AS ALIGNED WITH THE MISSION OF THE FOLLOWING FOUNDATIONS: THE SKILLMAN FOUNDATION, THE KRESGE FOUNDATION, W.K. KELLOGG FOUNDATION, BALLMER GROUP, AND THE OBAMA FOUNDATION.

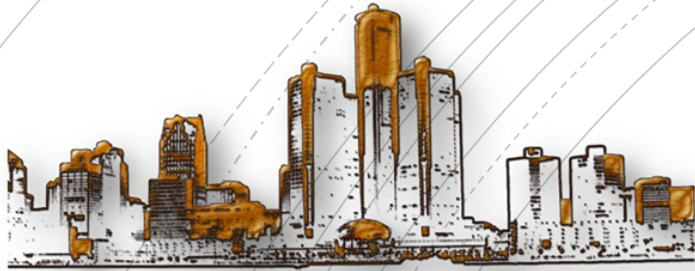


Sub-Goal 6:1

To expand funding relationships for continued support of the My Brother's Keeper Program and Restorative Practices community culture transformation.

Sub-Goal 6:2

To work in alignment with The Kresge Foundation and W.K. Kellogg Foundation to achieve the 15 identified strategies and six (6) imperatives for the Hope Starts Here initiative, with a particular focus on imperative #2- *Support parents and caregivers as children's first teachers and champions*; and imperative #3- *Increase the overall quality of Detroit's early childhood programs.*



Goal 6

TO INCREASE STRATEGIC PARTNERSHIPS WITH LOCAL AND NATIONAL FOUNDATIONS TO ADVANCE THE MISSION OF BFDI, AS ALIGNED WITH THE MISSION OF THE FOLLOWING FOUNDATIONS: THE SKILLMAN FOUNDATION, THE KRESGE FOUNDATION, W.K. KELLOGG FOUNDATION, BALLMER GROUP, AND THE OBAMA FOUNDATION.

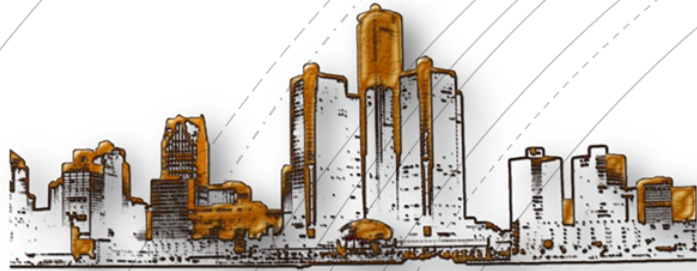


Sub-Goal 6:3

To expand funding relationships with the Obama Foundation to continue the delivery of My Brother's Keeper services for two (2) additional years, through 2025.

Sub-Goal 6:4

To develop a \$2 million endowment to secure agency fiscal safety net.



Goal 7

TO INCREASE STRATEGIC COLLABORATION WITH KEY PUBLIC AND PRIVATE FUNDERS TO ADVANCE THE MISSION AND GOALS OF BFDI.



Sub-Goal 7:1

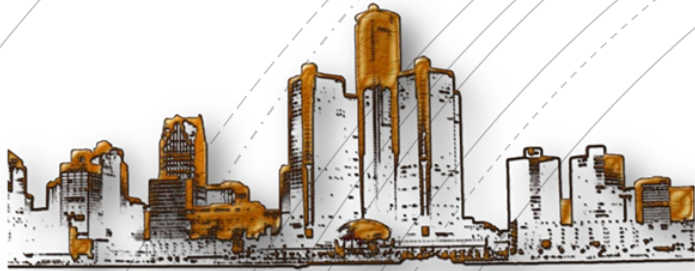
To increase the availability of mental health and prevention services in Detroit Public Schools Community District (DPSCD) and charter schools in Wayne County, through an expanded contract with Detroit Wayne Integrated Health Network.

Sub-Goal 7:2

To partner with DPSCD leadership to expand the present Memorandum of Understanding to include additional Pre-K, 8th grade, and high schools.

Sub-Goal 7:3

To expand strategic partnerships to increase BFDI's service delivery in early childhood, particularly in targeted zip codes with the greatest need.



Goal 7

TO INCREASE STRATEGIC COLLABORATION WITH KEY PUBLIC & PRIVATE FUNDERS, AND CAPACITY-BUILDING ENTITIES, TO ADVANCE THE MISSION AND GOALS OF BFDI.

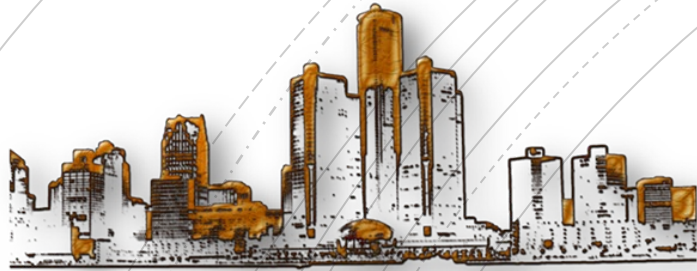


Sub-Goal 7:4

In collaboration with community partners, system involved youth, and the Wayne County Department of Health, Human and Veterans Services, improve the Care Management System Juvenile Justice System of Care through Juvenile Justice transformational practices and procedures addressing the current crisis needs in Wayne County.

Sub-Goal 7:5

To develop a Cyber Security Strategy, while advancing the current Information Technology plan to increase BFDI's technological capacity to advance agency operations, service delivery, and performance improvement.



Goal 8

**BOYS AND YOUNG MEN
OF COLOR**

**TO IMPROVE THE LIFE
OUTCOMES OF BOYS
AND YOUNG MEN OF
COLOR IN COMMUNITIES,
AND BRING THE WORK
TO SCALE IN DETROIT.**

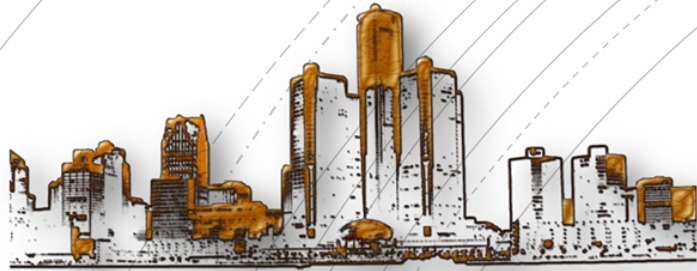


Sub-Goal 8:1

To provide leadership, oversight, and strengthen the alignment with partner organizations focusing on this same target population.

Sub-Goal 8:2

To establish a Community of Practice, as evidenced by a Memorandum of Understanding containing a common theory of change and theory of action, with partner groups working with the target population.



Goal 9

TO PARTNER WITH LEADERS TO BUILD COMMUNITY CAPACITY IN THE NEIGHBORHOODS OF OSBORN, CODY ROUGE, SOUTHWEST DETROIT, AND DENBY



Sub-Goal 9:1

Engage the residents and other stakeholders in place-based strategies in the communities of Osborn, zip code 48205; Cody Rouge, zip code 48228; and Denby, zip code 48224.

Sub-Goal 9:2

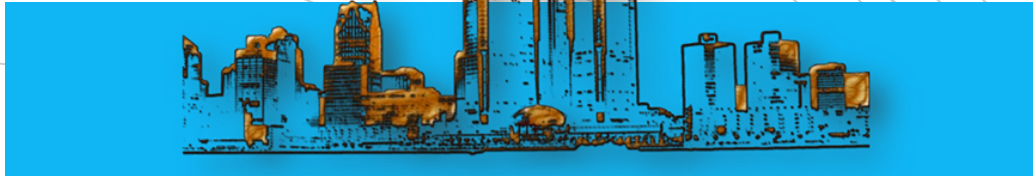
To empower residents in targeted communities by providing organizing and leadership training.

Sub-Goal 9:3

Continue to work in collaboration with MAN Network to recruit and train volunteer patrols and build community safety zones in Osborn and other targeted areas.

Sub-Goal 9:4

Host community celebrations in recognition of progress.



Since 1978

bfd
Inc.

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