

EBC STRATEGIC DIRECTION



EBC AGENCY VISION STATEMENT

We imagine a world where all children are healthy, safe, and prepared to build their own futures.

EBC THEORY OF CHANGE

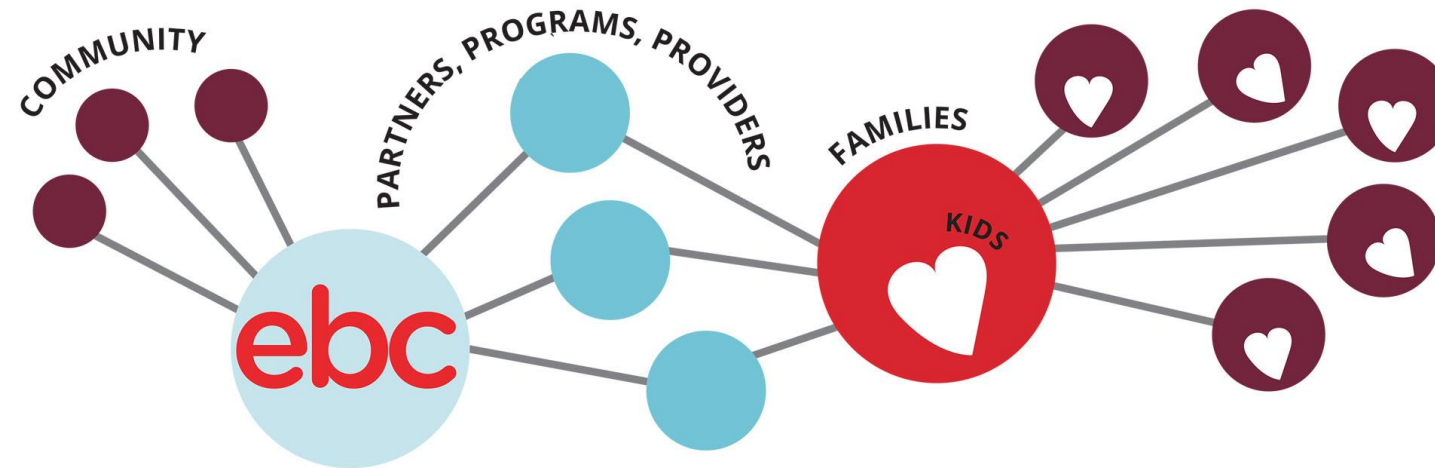
We imagine a world where all children are **HEALTHY, SAFE, and PREPARED** to build their own futures.

EBC works to achieve our vision by reducing the effects of community, income, or societal inequities.

EBC does this by:

- **providing** basic needs, health, safety, and developmental goods to children, from birth to age 12;
- **positively engaging** the community
- **distributing** goods through a network of agency partners.

Through our partner network, EBC reaches kids and families who are participating in a wide range of beneficial programs.



Community is engaged & informed through volunteering, donating goods, and financial support. Volunteers and donors build social awareness and connections by taking care of others in the community. The result is a healthier, more inclusive community.

EBC procures & provides tangible basic needs, health, safety, and developmental goods to children experiencing poverty, family disruption, or adverse experiences. Through partnerships with community-based agencies, families have ready access to tangible goods for kids. Partner agencies can focus on services, not collecting goods. By EBC working with partners, and engaging the community, the entire safety net is stronger.

Agency Partners, Programs & Providers concentrate their resources and expertise on supporting and building trust with families, delivering a broad spectrum of health & social services to clients.

Families want to participate longer and become more successful in programs. Tangible support helps families build on their own strengths, developing their core capabilities and resiliency. With basic needs met, and stress reduced, caregivers are better able to ensure the safety and well-being of their children.

Kids have their nutrition, health, safety and developmental needs met. Tangible support promotes and protects developing minds and bodies.

Kids & Families reduce their risk from stress, increase protective factors, and improve their nutrition & health. Kids are safer, are better able to learn, and at reduced risk for child abuse & neglect.

Strengthened Families, Resilient Kids, Reduced Inequity, Stronger Community

EBC 3-YEAR STRATEGIC DIRECTION

By the end of 2022, EBC will become a leading collaborator, convener, provider and voice for children and families experiencing poverty and/or crisis.

HOW THE STRATEGIC DIRECTION SUPPORTS THE THEORY OF CHANGE

Leading collaborator, convener, provider & voice

- Community is engaged & informed through volunteering, donating goods, and financial support.
- Procures & provides tangible basic needs.
- Agency partners, programs & providers concentrate their resources & expertise on supporting & building trust with families.

Children and families experiencing poverty and/or crisis.

- Families want to participate longer and become more successful in programs.
- Kids have their nutrition, health, safety & developmental needs met.
- Kids & families reduce their risk from stress, increase protective factors, and improve their nutrition & health.

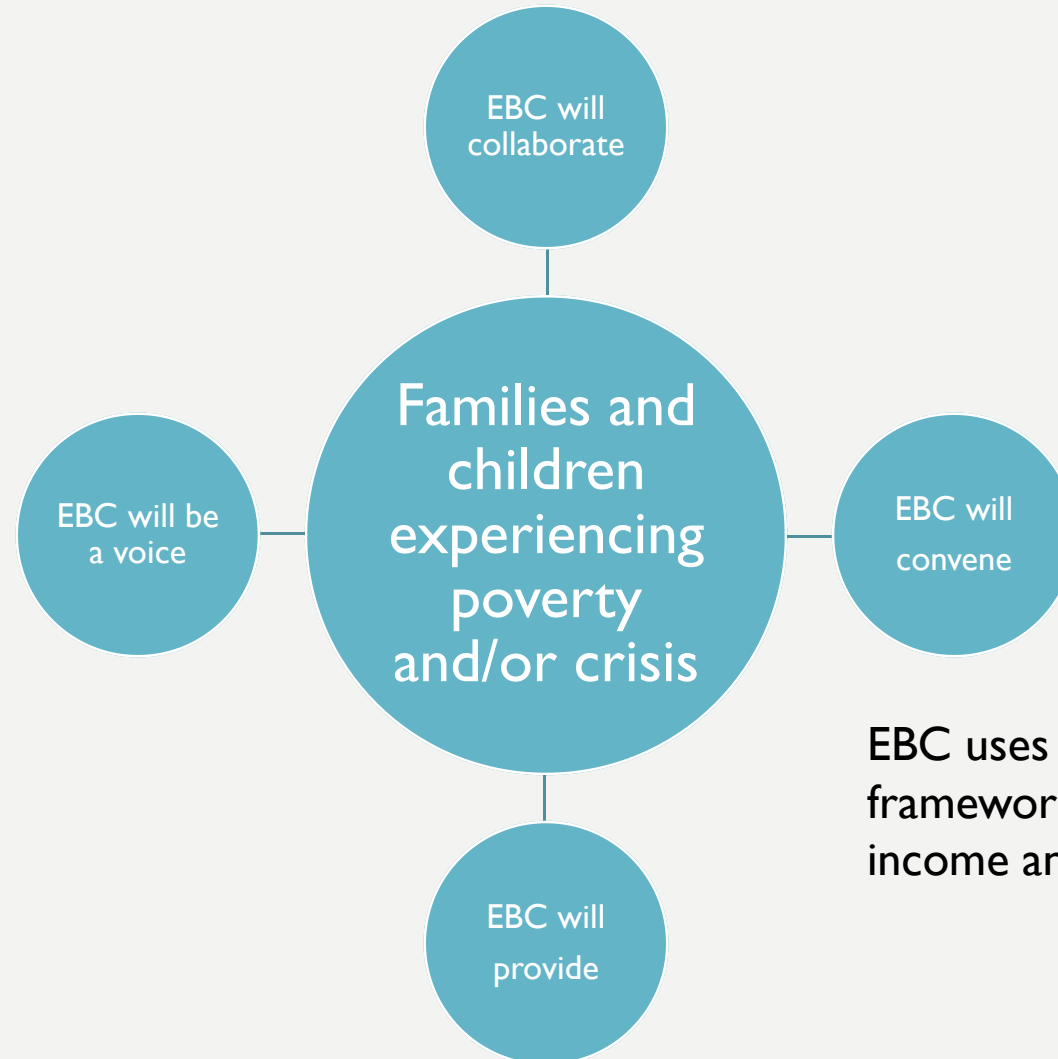
NEWLY ADOPTED PROGRAM FRAMEWORK ORGANIZES & SUPPORTS STRATEGIC DIRECTION

- **Starting Out Right**
 - Providing for the health, wellbeing and security of expectant mothers and children in the early years of life.
- **Safe Kids & Families**
 - Bringing the skills, knowledge and tools to create safe home, outdoor and transportation environments to all families.
- **Strong Foundations for Every Kid**
 - Ensuring that children, through age 12, have the clothing, supplies and equipment to be ready for school/ready to learn, supporting them to participate fully in their community, playtime and family.

ACCOMPLISHING STRATEGIC DIRECTION THROUGH STRATEGIC PRIORITIES

EBC will accomplish its vision by leading a community collaboration in the gathering of resources to provide tangible goods, knowledge and skill building to families through qualified health, human services, education and government provider partners in the central Puget Sound region.

ELEMENTS OF STRATEGIC PRIORITIES DRAWN FROM STRATEGIC DIRECTION



EBC uses a poverty reduction framework to reduce community, income and/or societal inequities.

STRATEGIC PRIORITIES

EBC Will Collaborate	How we measure success	Outcomes
<ul style="list-style-type: none"> EBC will seek health, human services, education and government partners to reach a more diverse population of end users. 	<ul style="list-style-type: none"> Addition of new, diverse agency partners Increased diversity in the kinds of families served by EBC. 	<ul style="list-style-type: none"> Reduced need by families in need experiencing poverty Families report better health outcomes for children Positively impact partner organizations budgets.
<ul style="list-style-type: none"> EBC will seek out, train and activate community volunteers to accomplish its mission. 	<ul style="list-style-type: none"> EBC's board will create a community outreach plan EBC's communities will donate, volunteer and support 	<ul style="list-style-type: none"> Increase the ability to meet current and emerging needs in the community Increase EBC culture of inclusion, caring and agency across all stakeholder groups
<ul style="list-style-type: none"> EBC will maintain and update its online ordering system to facilitate the easy ordering of goods by providers 	<ul style="list-style-type: none"> Online ordering system will be available for partners to order from, excluding maintenance periods, 99.9% of the time 	<ul style="list-style-type: none"> Increase ability of providers to provide children items they need when they need them Increased ability to track and measure impact
<ul style="list-style-type: none"> EBC will assist agency partners in achieving self-identified outcomes 	<ul style="list-style-type: none"> Partners report increased outcomes success 	<ul style="list-style-type: none"> Recipients report increased success in achieving partner identified outcomes

STRATEGIC PRIORITIES

EBC Will Convene	How we measure success	Outcomes
<ul style="list-style-type: none"> EBC will take leadership in connecting provider partners to ensure families have what they need, reduce barriers to participation and enhance the work of providers. 	<ul style="list-style-type: none"> At least annual Partner Summits Outcomes evaluations measuring provider success 	<ul style="list-style-type: none"> Providers report their work with clients is enhanced by <ul style="list-style-type: none"> Better communications Longer engagement
<ul style="list-style-type: none"> EBC will take leadership to train providers, partners and the community in safety and health procedures & equipment 	<ul style="list-style-type: none"> At least quarterly provider trainings in transportation, outdoor, sleep and home safety 	<ul style="list-style-type: none"> Increase caregivers knowledge of safe sleep environments Increase caregivers knowledge of safe home environments Increase caregivers knowledge of safe transportation environments
<ul style="list-style-type: none"> EBC will take leadership in promoting community transportation safety for children. 	<ul style="list-style-type: none"> Quarterly car seat checks Have on staff at least one certified car seat technician 	<ul style="list-style-type: none"> Increase community awareness of EBC Increase child transportation safety
<ul style="list-style-type: none"> EBC will show leadership by creating a culture and community at EBC – volunteers, staff and Board – representative of the communities in which it operates 	<ul style="list-style-type: none"> Board & staff will create diversity and inclusion plans for staff & volunteers Board, staff and volunteers will receive training in inclusion and cultural competency 	<ul style="list-style-type: none"> Increase number and diversity of children served Increase number and diversity of agencies served
<ul style="list-style-type: none"> EBC will share internal expertise and resources to strengthen non-profit the sector 	<ul style="list-style-type: none"> At least bi-monthly tabling of resource providers 	<ul style="list-style-type: none"> Provider partners report increase in knowledge of child health and safety

STRATEGIC PRIORITIES

EBC Will Provide	How we measure success	Outcomes
<ul style="list-style-type: none"> EBC will activate the community to donate new and gently used goods throughout the Puget Sound region 	<ul style="list-style-type: none"> Ability to meet 95% of all orders placed Decrease dependence on purchased items 	<ul style="list-style-type: none"> Increase in health and well-being outcomes for children
<ul style="list-style-type: none"> EBC will maintain current capacity and increase future capacity to distribute goods to families in need throughout the region 	<ul style="list-style-type: none"> Increased ability to meet needs of providers by meeting their product pick-up needs EBC will formalize it's infrastructure needs analysis to ensure adequate facilities for product, volunteers & staff 	<ul style="list-style-type: none"> Decrease stress and financial investment of agency partners in procuring items to meet their clients needs Increase ability of providers to meet basic needs of families they serve
<ul style="list-style-type: none"> EBC will partner with other community organizations to provide excess goods at no or low cost to families 	<ul style="list-style-type: none"> Work with at least one Affiliate Partner to provide excess inventory to children in need 	<ul style="list-style-type: none"> Increase community capacity to meet basic needs of children in poverty
<ul style="list-style-type: none"> EBC will explore and create a plan for multiple distribution models 	<ul style="list-style-type: none"> Plan matrix created that assists in exploring need/opportunity and matching it with capacity & resources 	<ul style="list-style-type: none"> Increased ability of partners to access EBC services on an ongoing basis

STRATEGIC PRIORITIES

EBC Will Be A Voice	How we measure success	Outcomes
<ul style="list-style-type: none"> EBC will lead or become members of local, regional and national coalitions and networks to support families living in poverty and/or crisis 	<ul style="list-style-type: none"> Participation in WA Nonprofits, Baby2Baby, NDBN, AEA, Maternal Coalition, BSK, NUSHA, etc. 	<ul style="list-style-type: none"> Coalitions report better outcomes for children and families
<ul style="list-style-type: none"> EBC will review its brand and branding materials to align with Strategic Direction and Priorities 	<ul style="list-style-type: none"> EBC will review its current brand, and engage with outside professionals to consider new branding materials 	<ul style="list-style-type: none"> Increase community visibility and awareness Align brand with Strategic Direction
<ul style="list-style-type: none"> EBC will educate our civic leaders and elected officials to understand the need in our community for concrete goods/essential items 	<ul style="list-style-type: none"> Increase individual and group volunteering and engagement Partner with civic organizations Partner with civic leaders and government agencies Board members will create an Ambassadorship plan to engage civic and community leaders 	<ul style="list-style-type: none"> Increase in community activism supporting children and families Increased community awareness of basic needs for children/families in poverty Increased community/government investment in helping families meet basic needs

NEXT STEPS

- January: Board reviews Strategic Priorities for questions/comments.
- January: Board related Strategic Priorities are assigned to Board Committees for work
- Board committees work on Strategic Priority assignment
- Committees report back to full Board recommendations/action plans