



FamilyMeans

BETTER IS POSSIBLE

2022-2025 Strategic Plan

FamilyMeans facilitates positive life changes by offering client-centered, evidence-based programs that strive for excellence in care and outcomes.

The 2022-2025 Strategic Plan focuses on agency and program unity, engagement, and impact.

Caregiving & Aging



Counseling & Therapy



Financial Solutions



Youth Development



Center for Grief & Loss



Employee Assistance



Mission

FamilyMeans strengthens communities by helping individuals and families* through challenges in all life stages.

Vision

FamilyMeans envisions vibrant and resilient communities where everyone lives to their fullest potential.

**A family consists of people, whether living together or apart, related by blood, marriage, adoption, or the commitment to care for or about one another.*



Strategy 1 | UNITY

Uniting across FamilyMeans to serve diverse communities

Goal 1: Drive service innovation through collective expertise.

Goal 2: Develop and initiate a shared diversity, equity, inclusion, and accessibility plan.

Goal 3: Evaluate our systems and services to improve efficiency and impact.

Strategy 2 | ENGAGEMENT

Strengthening FamilyMeans' culture to attract and retain employees

Goal 1: Design and implement a "total rewards" recruitment and retention program.

Goal 2: Create cross-department opportunities for staff connections.

Strategy 3 | IMPACT

Sharing FamilyMeans' story to engage community and generate support.

Goal 1: Clarify and simplify the message about FamilyMeans' mission and services.

Goal 2: Diversify fundraising activities to be more targeted and inclusive.



FamilyMeans, a place where people can get help and emerge stronger from life's challenges.

