

Child Development Council

2017 - 2022 Strategic Plan





Reach

Core

Foundation

Strategic Plan Framework

- Expand Donor and Community Relations
- Expand Volunteer Opportunities
- Increase Donor Pool by 25%
- Engage Business Partnerships

OUR FOUNDATION

- Create sustainable funding for basic developmental needs
- Lead and engage in new and existing health education and reform
- Support quality child care for ALL children

CORE PROGRAMS

- Create an Endowment to support the basic needs of families at home and in child care
- Expand Family Services reach into Cortland County
- Become a “first stop shop” for parents
- Develop the “baby box” model where all new parents get a box of resources at birth.

Expanded REACH



**Child
Development
Council**

Promoting the healthy development of children and families at home, in child care, and in the community.