

Aligning our work to ensure organizational sustainability, reinforce service quality, and improve conditions for children and parents in Central Texas.



Our Commitment to Families, Beyond Services

As a nonprofit, we have a responsibility to achieve the greatest impact for families and steward resources the best we can. Our strategic plan **describes how we work** towards our mission and vision in this five-year period and defines **how we measure progress**. We conducted surveys, interviewed stakeholders, and gathered input from staff, board members, donors and partners. The plan calls for us to think about our client services, helping families beyond our programs, and how we support our staff.

It's Critical that We Improve the Lives of Children in Central Texas

Did you know Texas ranks 43rd out of 50 states in overall child well-being?

- 19% of children in Texas live in poverty, and that number jumps to more than 25% for Black and Hispanic children.
- 26% have parents who lack secure employment.
- It can take more than 7 months for parents to access a mental health provider that takes Medicaid, even longer if they don't speak English.



We asked...

When you think of Any Baby Can and their work, what comes to mind?

We heard...

"We first saw them in the **intervention** and **prevention** space, but now we see them in the entire **continuum of care**."

"They're helping parents be better in a world full of broken systems."

"They bring support and stability to **families facing hard times**."

We asked...

What does success look like for Any Baby Can?

We heard...

"Families are **empowered and supported** through life challenges."

"**Stable growth** and consistent staff."

"A healthier, connected community."

"Access to medical care and education, and **improve the standard of living for families**, such as housing, income, food stability, childcare, and mental health."

We asked...

What opportunities would enable us to have a more significant impact?

We heard...

"How do you **measure community impact**? It would be great for Any Baby Can to help lead on building community indicators of health."

"How can they serve every family in the community if they only serve a certain set of clients? **Partnerships and advocacy** are key."

"I can't tell you how many times I walk into a meeting for the first time and I see someone from Any Baby Can. They're in the room. They're appreciated and respected."

We asked...

What motivates your engagement with Any Baby Can?

We heard...

"Belief in the **potential of every child**."

"The importance of providing support for parents."

"Commitment to supporting families."



Any Baby Can Strategic Plan

September 2024 – August 2029

GOAL 1:

IMPACT & TEAM

Enhance team cohesion and improve effectiveness to achieve the best possible outcomes for families.

STRATEGIES:

- Aligned outcomes and priorities unite programs to effectively address family needs
- Clear culture and values attract and retain the right people
- Leaders cultivate trust and high-performance
- Proactive investment in staff creates champions for our mission

GOAL 2:

INTERNAL SYSTEMS

Improve how we work together and use our resources, and bolster organizational sustainability.

STRATEGIES:

- Programs, systems and departments are integrated and work well together
- Business model bolsters sustainable revenue streams
- Physical facilities, technology and infrastructure ensure high quality service delivery

GOAL 3:

ADVOCACY & POLICY

Tackle systems-level issues, increase advocacy, and cultivate partnerships to support families beyond our services.

STRATEGIES:

- Community voices elevate family priorities and experiences
- Set and influence key family success metrics that accurately reflect community needs
- Family success metrics drive decision making and advocacy priorities

GOAL 4:

EXTERNAL ENGAGEMENT

Inspire involvement and investment in our work while influencing broader support for families.

STRATEGIES:

- Branding drives engagement and strategic alignment with the right champions
- Stewardship of philanthropic resources funds ongoing and developing priorities
- A culture of philanthropy and volunteerism drives engagement internally and externally

FAMILY SUCCESS METRICS

As part of this five-year plan, Any Baby Can will identify, track and report on new Family Success Metrics, a set of client- and community-informed, equity-driven measures of progress. These metrics will reflect what families need to be successful and thrive in Central Texas.



This plan is bigger than our 180+ employees and board members. We need your support! Scan the QR code to donate and get involved in this important work.

any baby can™