

2021 - 2024

Strategic Plan

MAKING CONNECTIONS. CHANGING LIVES.



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INTRODUCTION



In 1983, JoAnne and Mark Morris approached Santa Clara Family Services to learn about foster care and adoption. As foster parents, the Morrises welcomed two children into their home through adoption and many more that were able to reunify with their biological parents.

In 1996, led by the neurological challenges common to many foster babies, the ministry launched a parent support group led by specialists in trauma and attachment disorders to help these families better support their children. This education, in the form of speakers, classes, and support groups has become the hallmark of the organization.

The Morrises continue to serve on the Board. In addition to their commitment to educate, support, and encourage foster and adoptive parents, they look forward to helping biological families remain intact so that foster care and adoption are not needed.

In 2015, HOC approached Valerie Crane to become involved in HOC's current Executive Director Susan Herman's succession plan. In January 2018, Valerie stepped in to her current role as Executive Director leading the ministry in its 25th year.



Valerie and her husband Matthew became foster parents in 2015 welcomed over seven children into their home and adopted Noelle in 2019.

Under Valerie's leadership, Help One Child maintains its strong commitment to strengthening families by partnering with local churches. One of Valerie's passions is to educate church communities on trauma and attachment, so they can be a significant resource for hurting families and children.

WHO WE ARE



OUR MISSION

To strengthen foster, adoptive, and at-risk families, encouraging long-term placement stability and health.

OUR APPROACH

We address the unique needs of foster children by providing practical and emotional support to the families in which they are placed. We accomplish our mission by partnering with local churches and community agencies to provide families access to education, community, and tangible resources. We are committed to a holistic approach, serving the full breadth of child welfare from prevention through emancipation or post-adoption. By offering support to the entire family, we strengthen and encourage long-term placement stability and health.

WHO WE SERVE

Jesus cast the widest net of love, tearing down cultural biases and promoting radical, personal generosity and concern for those in need. With that example, Help One Child serves ANY child or family regardless of race, gender, age, sexual orientation, socio-economic status, nationality, or political views. We serve families with adoptive and foster children by providing educational training and support around the problems specific to these families, which may include children with backgrounds of: poverty, racism, addiction, immigration, or mental health. Help One Child provides practical training and support to maintain these families and placements.

“Children who have experienced trauma, abuse and neglect need caregivers who have specialized parenting skills to help them heal. The education and training that parents receive through Help One Child gives them the tools to support their children in learning life skills, values, resilience, resourcefulness, self-confidence and optimism.”

Donna Erickson, MA,
Educator/Trainer and Former Foster Child

OUR TEAM

STAFF

VALERIE CRANE, Executive Director

MICHELLE DAVIS, East Bay Regional Ambassador

VANESSA FELIX, Marketing & Communications

DANIELLE GRUBA, Director of Church Relations South Bay & Peninsula,
Signs of Hope Camp Manager

JUDY HOLMES, Director of Family Connection and Community Development

REGINA KHOO, CarePortal Program Manager

CRISTIN WINN REYES, Director of Education & Support Group Manager

KATHERINE TOM, SF Regional Ambassador

"Being a foster parent means I get to stand in and advocate for kiddos in their most vulnerable moments. I get to see biological parents work diligently toward reunification and families strengthened. It's not always pretty and definitely not always fun, but being a foster mom is a true blessing and honor."

VALERIE CRANE

BOARD OF DIRECTORS

MARK & JOANNE MORRIS, Founders

JAY CHESA VAGE, Board Chair

AMY BARBERI

SARAH DODSON

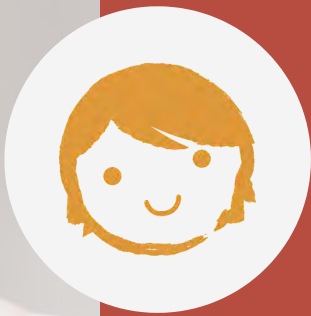
HELEN MATSUMOTO

ERIC MILLER

I would describe being a foster parent as a front row seat to an amazing transformation in a child that can only be experienced that one way.

JAY CHESA VAGE

OUR VALUES



- ALL HUMAN LIFE HAS SIGNIFICANT VALUE
GENESIS 1:26
- TO PARTNER WITH CHRISTIAN CHURCHES TO PROVIDE TOOLS AND OPPORTUNITIES TO LIVE OUT THE BIBLICAL MANDATE TO CARE FOR THE FATHERLESS AND THE ORPHANED
JAMES 1:27, JAMES 2:15-16, HOSEA 14:3, ISAIAH 1:17, PSALM 82:3, DEUTERONOMY 10:18, JOHN 14:18
- COMPASSION WITHOUT DISCRIMINATION
MICAH 6:8, COLOSSIANS 3:12
- ACCOUNTABILITY TO OUR STAKEHOLDERS AND BENEFICIARIES
COLOSSIANS 3:17, EPHESIANS 4:17-24

OUR HISTORY

1999 FIRST SUPPORT GROUP LAUNCHED

With the assistance of Linda Ikeda, RN, MFT and Dr. Don Williams PysD, we were able to launch our first therapist led parent support group.

2006 GIVING TREE

Giving Tree was launched providing both requested opportunities for volunteers to donate during the holiday season and to provide gifts for our growing annual Christmas Party.

2010 SIGNS OF HOPE CAMP CREATED

When Menlo Church reached out and asked us to take on the leadership of this camp we were happy to serve as the experts. Still one of the largest programs we run, making this camp a reality for the 65+ campers each year is a massive undertaking.

2000 PARENTING CURRICULUM OFFERED

In conjunction with the start of Family Camp we began to offer curriculum to help parents learn new techniques for working with children exposed to trauma.

2012 RESPITE EVENTS

Looking for ways to engage with churches we hosted our first Respite Event. Parents were blessed with a few much-needed hours off while volunteers from partnering churches got the opportunity to work with youth in our network.

2019 CAREPORTAL LAUNCH

In 2019 we launched our services in Sonoma County with the utilization of software platform CarePortal. In partnership with Sonoma County's Department of Family, Youth, and Children Services and seven local churches, we saw immediate success as children were served within minutes of its official launch.

THE NEED

Child development research tells us that children need consistency, predictability, and attachment to a caring adult to thrive. (1)

40% of kids in foster care have three or more placements⁽²⁾

Placement instability also impacts a child's chances for permanency through reunification, adoption, or guardianship. The likelihood of reunification is impacted by placement moves, such that (3):

- One-third of children in foster care reunite with their parents after the first placement;
- Only 13% reunite after their second placement; and
- A mere 5% reunite after the third placement.

(1) <https://www.casey.org/placement-stability-impacts/> Center for Advanced Studies in Child Welfare. (2010)

(2) <https://ccwip.berkeley.edu/childwelfare/reports/PlacementStability/MTMG/r/fcp/s>

(3) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4204626/> Changes in placement among children in foster care: A longitudinal study of child and case influences. *Social Services Review*, 80(3), 398-418

OUR IMPACT

Foster(Resource) Parents are less likely to initiate placement disruption when they are equipped with EDUCATION surrounding behavioral challenges and a supportive COMMUNITY of people who understand the unique experience of a foster parent. (1)

*"Help One Child and its community really helped. We found a place that helped us feel 'normal' and started to formulate what our new normal was. An openness and trust is natural among those that have shared in the same struggle; this was huge in letting our guard down. **This group has been a blessing during the most difficult time in our lives.**"*

Adoptive Family K

Children placed with a relative (or known individual i.e., godparent) have statistically lower rates of changes in placement than children in other settings. (2) Often, these family members aren't prepared to take additional children into their care and can greatly benefit by the support of physical items such as bunk beds, car seats, etc.

"I have been in this field twenty years and to see strangers come together to help children in need warms my heart more than you know. The grandmother appreciated it and does not feel so alone going through this experience."

Social Worker J

"Our families are often successful due to the help of CarePortal and also given an opportunity to sustain their families safely."

Social Worker D

(1) https://mackcenter.berkeley.edu/sites/default/files/publications/achieving_placement_stability.pdf Carnochan, S., Moore, M., & Austin, M.J. (2013)

(2) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4204626/> Changes in placement among children in foster care: A longitudinal study of child and case influences. Social Services Review, 80(3), 398-418

OUR THREE PILLARS

EDUCATION

TRAINING & AWARENESS

- Monthly Topical Parent Trainings
- Quarterly Specialized Parent Trainings
- Trauma-Informed Training for church ministries
- Awareness Events to help the community better understand Child Welfare and the population we serve

COMMUNITY

MEANINGFUL CONNECTIONS

- Monthly Parent Support Groups
- Teen Support Group
- Bi-Monthly Resource Parent Roundtable Discussions
- Signs of Hope Camp (overnight camp for youth 7-12)
- Parents' Night Out Respite Events
- Seasonal Events

RESOURCES

PHYSICAL RESOURCES

- CarePortal
- Giving Tree
- Scholarships for Signs of Hope Camp
- High School: Support-A-Senior



SERVING THE BAY

PENINSULA **FOUNDED IN 1993**

We currently partner with over a dozen churches to serve families and collaborate with local child welfare agencies. We are launching services to San Francisco in the fall of 2021.

SOUTH BAY

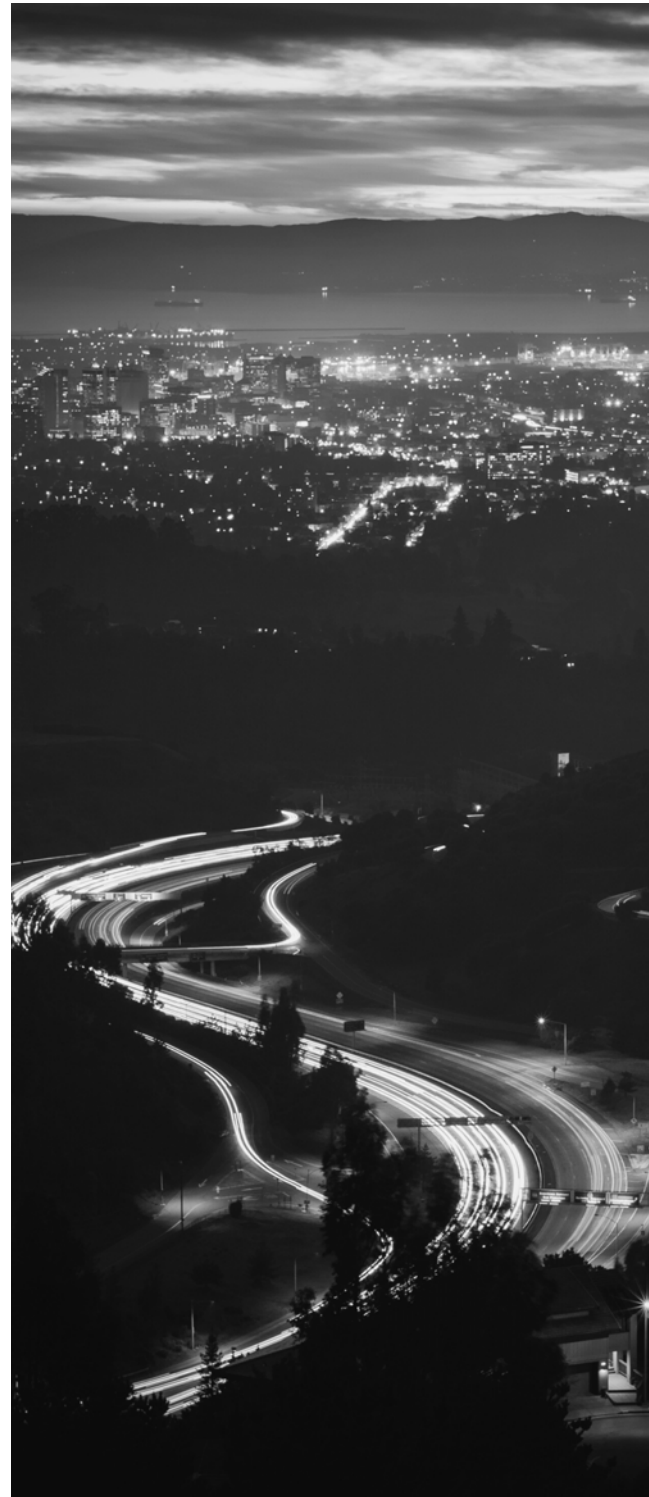
We have the privilege to partner with over 50 churches in the South Bay. Our hope for these next three years is to partner with new churches in the southern part of Santa Clara County where the need is high.

NORTH BAY **LAUNCHED 2019**

We launched CarePortal in partnership of seven churches in Sonoma County. In addition, we serve families in this region virtually. We hope to see an added staff member in this area to help us launch in-person support services.

EAST BAY **LAUNCHED 2019**

Currently we partner with 12 churches to serve the east bay. We hope to see this number triple over the next three years.



EDUCATION

We realized years ago that the **largest impact we can make on an individual child's life is by equipping their caregiver.** With new outlook on their child's behavior, a parent who has a foundational understanding of trauma, attachment, and brain development has a greater capability to support healing for the child.

In the same way, volunteers and community members with an understanding of trauma, the foster care system, and attachment are **better equipped to support families** in our network.

1

Over the next three years, Help One Child will produce a **library of short videos helping to raise awareness of issues surrounding foster and adoptive families.**

“

*"I respect and trust the therapists in the specialized trainings. With the many practical skills shown in class and support group, plus the willingness of others to talk about their experiences, I have gotten really concrete examples of things to try which **are making a huge shift in my connection with my kids and in my parenting style, to a more positive, supportive approach for our children from hard places.**"*

”

Adoptive Family R

CONNECTION

The early trauma in children associated with the circumstances that brought them to adoptive or foster care and the required re-building of trust in a family setting can be addressed with consistency when the foster/adoptive families have access to relevant training materials and emotional support from other foster/adoptive families.

2

Over the next three years Help One Child will launch support groups and topical parent education trainings in our current 5 Bay Area counties (Santa Clara, San Mateo, Alameda, San Francisco, Napa). This will address our mission to strengthen families with community and education.

RESOURCES

3

Now active in five counties, over the next three years we will launch the full breadth of Help One Child's services to all five counties.

Expand our network of church partners for Giving tree, Camper scholarships and CarePortal to provide resources to their community. This requires we identify new donor streams and fundings sources in order to see our full portfolio of services we expand throughout the Bay Area.

STORYTELLING

4

We often hear our programs have been a lifeline for families in our network. Because foster care is complex and each child and family involved has a unique story it can be difficult to capture it's full impact. **With a special committee addressing this issue, over the next three years we will identify the metrics of success and the means of data gathering.** This will enable Help One Child to do a more effective job of measuring the success of its programs and better sharing short-term and long-term success stories of our services.

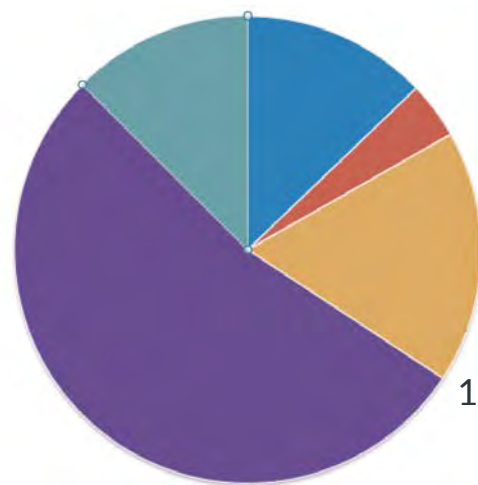
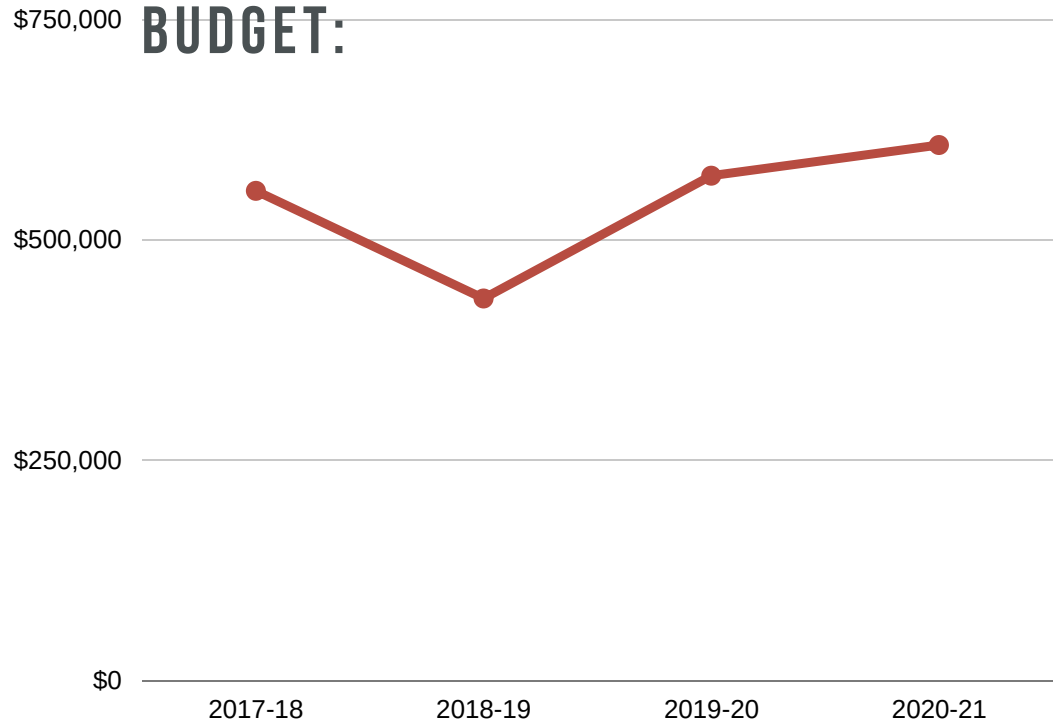
Once specific program metrics have been identified, **we will develop marketing tools** for communicating the ministry's work and its value to all stakeholders (Churches, Families, Donors, Volunteers).

ADDITIONAL GROWTH

5

As we approach our 30th birthday as a ministry, we have been blessed by a generous group of individual donors whose partnership has made it all possible. As we expand into new areas and bring on additional staff to serve the new families acquired, we must secure additional monthly funding and new funding sources to support our expanded service areas.

ANNUAL ORGANIZATIONAL BUDGET:

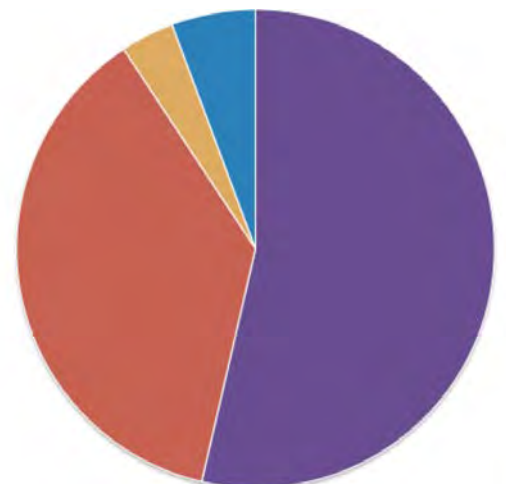


FISCAL YEAR 2019-2020 TOTAL INCOME \$573,164

- 53% INDIVIDUAL DONORS
- 4% CORPORATIONS
- 17% GRANTS
- 13% DONATED FACILITIES
- 13% CHURCHES

FISCAL YEAR 2019-2020 TOTAL EXPENDITURES \$446,805

- 54% SUPPORT
- 34% TRAINING & EDUCATION
- 4% FUNDRAISING
- 6% ADMINISTRATION



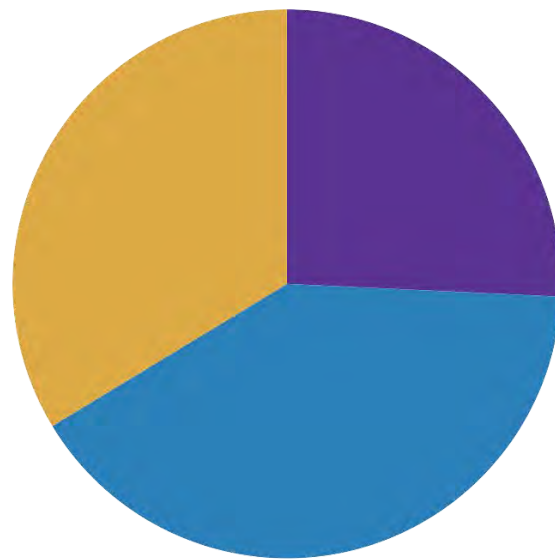
FUNDING AND IMPLEMENTATION:

BECOMING FULLY FUNDED

The ministry of Help One Child has been blessed by the faithful financial partnership of many individuals over the last three decades. In order for us to achieve these strategic goals over the next three years we need to grow our monthly donor base by these amounts:

- 50 donors to give \$50 per month
- 25 donors to give \$100 per month
- 10 donors to give \$500 per month
- 3 donors to give \$1,000 per month or \$10,000 annually

PROGRAM EXPENSES



- 26% Physical Resources
- 41% Education, Awareness, & Training
- 34% Community & Connection

