

AFABC STRATEGIC VISION

For over 40 years, AFABC has promoted and supported adoption in BC, helping caring adults become adoptive parents, and helping adoptive families thrive.

Our strengths in developing online education and other technology-based services, meeting families where they are at, and adapting to the ever-changing needs of our community, position us to respond to the changing landscape of adoption, permanency and child welfare, and to serve a larger audience.

Today, as adoption becomes less prominent and other forms of permanency more so, the definition of family broader, and as the children joining adoptive/permanency families are older and their needs more complex, we believe we can have the greatest impact on their welfare by expanding our scope. Many of the experiences and needs of adoptive children are shared by children in other permanency arrangements; many of the resources we have developed for adoptive families would benefit families providing other forms of connection and stability.

We will expand our offerings to serve permanency families of all kinds, and the adoption and permanency community at large, including youth in-and-from government care who are creating their own forms of permanency, and other emerging groups.

We recognize that Indigenous voices have been missing from our table, and we are committed to listening and learning from them what role we could play in supporting the welfare of Indigenous children and youth, and developing our capacity and cultural competency to do so.

Technology-based service will be the foundation from which are able to serve this wider audience. Technological advances now enable us to provide interactive, high-touch learning, support and connection, regardless of geography.

In four years, we will be the leading provider of technology-based support to the adoption and permanency community across BC. We will provide high-quality information and resources, education, programs, group connection platforms, and one-to-one assistance. Our offerings will be informed by lived experience, cultural appropriateness, leading research and clinical expertise.

We will deliver select in-person services focused on areas of greatest need, where tech-based delivery is not possible and where demand and funding make feasible. Families and individuals will be able to access additional in-person services through our networks and partners, and using our resources to create their own communities of support.

We will work with BC's Ministry of Children and Family Development as their trusted partner in the adoption and permanency space, aligning with their new strategic priorities. In addition to MCFD funding, we will expand and diversify our revenue from other government sources, foundations and grants, individual donors and by providing technology-enabled services to other organizations.

AFABC will transform to meet the needs of the adoption and permanency community today and tomorrow, but our vision remains: **a family for every child.**

AFABC: EXPANDING TO SUPPORT BC'S ADOPTION & PERMANENCY COMMUNITY

Our Vision: A Family for Every Child.

Our Purpose: to attract, prepare and support adoptive and permanency families of all kinds, to meet the needs of children and youth.

Our Four-Year Goal: to become the leading provider of technology-enabled learning, support and connection for the adoption and permanency community across BC.

Our Long-Term Goal: to become a leading provider of tech-enabled services to the adoption and permanency community beyond BC.

Strategic Imperatives, Priorities Fiscal Years 2020-21 through 2024-25

Expand our reach to serve the larger adoption and permanency community in BC.

- Expand our tech-enabled services to meet the needs of adoptive and other permanency families, including foster families, and related groups such as youth in-and-from care. Lay the foundation to expand our geographic reach.
 - Once new MCFD contract is finalized (April 1, 2022), benchmark and measure year-over-year increases in service numbers to: adoptive families, permanency families, youth in-and from care, and other key audiences.
- Understand what Indigenous families and communities would like us to offer and build our capacity and cultural competency accordingly.
 - Complete initial consultation led by Indigenous consultant and engaging Indigenous stakeholders, by end of 2022. Begin implementation by 2023.

Grow our capacity through people, technology, and systems.

- Grow our staff capacity to achieve our goals.
 - ✓ Align staffing with new MCFD contract that commences April 1, 2022.
- Further expand our capacity through Board and other high-level volunteer contributors.
 - Grow the Board from 6 members to 10-12 by 2025, covering all needed areas of expertise, and reflecting the diversity of our expanded community.
- Maximize our people capacity through improvements to technology, systems, and workspaces.
 - ✓ Update our technology and systems to function as an online organization by Fall 2021.
 - Move to a more accessible physical office space by end of 2022.

Raise our profile and communicate our impact.

- Revamp our name, brand, website and other communications for our expanded community.
 - Launch our new name and brand by end of 2022.
 - Launch our new website by 2023.
- Communicate the difference we make to our audiences, national and international communities.
 - ✓ Complete Results Measurement study by Fall 2021.
- Once new MCFD contract is finalized, develop key results measures tied to new deliverables.



Increase and diversify our funding to support greater levels of service.

- Renew and expand core funding from MCFD and other government sources.
 - ✓ Complete negotiation of our new MCFD core contract by March 2022.
- Build a development engine to increase funding from other sources.
 - o Have a full team (Development Manager/Director and Coordinator) in place mid-year 2022.
 - o Within 3 years, raise enough to cover Development salaries and generate a net return to AFABC
- Develop new revenues by providing tech-enabled services to others in the adoption and permanency space.
 - o Build new ongoing, sustainable services that employ our strengths in online program delivery, to meet the needs of the permanency and youth from care communities by 2024-25.

Beneficiaries: Children and Youth Waiting for Families, Adoptive and Permanency Families, Indigenous Youth and Families, Foster Families, Youth in-and-from Care, and others.

Partners: BC Ministry of Children and Family Development, Other Government Funders, Representative for Children and Youth, Dave Thomas Foundation, Other Foundations, Delegated Aboriginal Agencies and Indigenous Organizations, Individual Donors, Adoption and Permanency Organizations, Clinicians and other Professionals.

