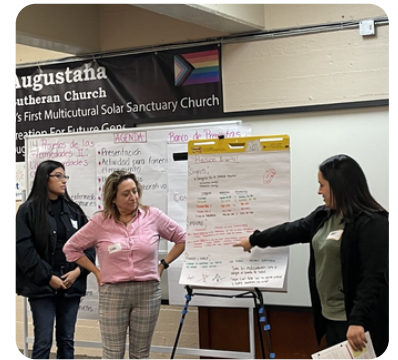




Strategic Framework 2025 - 2027



For External Use





Vision

A future that values our culture in the pursuit of health justice.

Our Mission

Familias en Acción advances Latiné health and wellness through education, supportive services, and programs that uplift community wisdom and strength.

At Familias en Acción, our promise is to be present, to engage, and to be relentless in the pursuit of health justice.



Partnerships

Goal 1

Leverage our reputation to strengthen our partnerships and broaden our reach.

- Build and deepen relationships with funders who can amplify our mission work.
- Establish alliances with community organizations in our network to both distinguish and complement one another's work.
- Develop and implement a marketing and communications plan to expand awareness of the breadth and reach of our programs.



Community Impact and Alignment

Goal 2

Revitalize the vision and purpose of each program to align with the changing needs and aspirations of our community.

- Gain a better understanding of our community's changing needs.
- Prioritize community needs and aspirations that align with our mission and vision and update each program's purpose to align accordingly.
- Determine the geography in which we deliver our programs.
- Prioritize building relationships with rural partners we are able to support through targeted capacity building efforts (i.e. train the trainer).

Goal 3

Enhance program collaboration and synergies for greater efficiency and impact.

- Cultivate funders that will support integrated and holistic approaches to community health and wellness.
- Identify opportunities and challenges for cross-program collaboration.
- Modify our community health education approaches to address barriers to engagement.
- Establish a data and evaluation framework.



Organizational Vitality

Goal 4

Ensure that our resources, organizational infrastructure and systems meet the needs of our growing organization.

- Develop a 5-year financial sustainability plan.
- Strengthen our Human Resources management processes.
- Enhance our investments in Information Technology.
- Strengthen the use of our data collection system and tools to better demonstrate impact.
- Evaluate and address resource gaps in core areas of administration including communications, fund development and finance.
- Assess our current use of facilities and plan for future space needs.



People and Culture

Goal 5

Cultivate a workplace culture of growth, appreciation and fulfillment.

- Develop an organization-wide onboarding process.
- Offer training that responds to the evolving needs and concerns of our teams.
- Implement strategies to support career development and advancement.
- Expand opportunities for social connection and shared learning across programs.
- Celebrate employee contributions at the team and organizational level.



Connect with Us

We invite you to connect with our team to learn more about our programs, services, and how to support our health justice work. You can reach us via email or one of our social media platforms:



Email: development@familiasenaccion.org



Facebook: www.facebook.com/familiasenaccion



Instagram: @familiasenaccion



LinkedIn: www.linkedin.com/company/familias-en-acci-n



YouTube: @familiaspdx

Special Thanks

To everyone at Familias en Acción, staff, board, and the community, thank you for your unwavering commitment to building a unified vision for our organization. Your dedication to serving our Latiné community, reducing inequities, and advocating for health justice is truly inspiring.

Everyone plays a vital role in creating a stronger, healthier, and more equitable future for all. Your passion, expertise, and collaborative spirit are invaluable assets in our collective efforts to make a lasting positive impact. Thank you to all the staff, board, and community members for all that you do.