

# power to THRIVE

Deepening Locally & Influencing Nationally



STRATEGIC PLAN 2022-2026

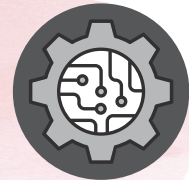
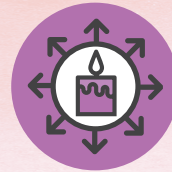
NEW MOMS



## Every Young Family Thriving

There is an enormous need for high-quality, innovative support for young families. In 2018, approximately 1.1 million children in the U.S. had parents who were experiencing homelessness within the year.<sup>1</sup> As a consequence of the global pandemic, this need has only increased.<sup>2</sup> Housing insecurity, job instability, toxic stress, and scarcity of basic resources are on the rise, especially for Black and Brown families who are already facing systemic racism, prejudice against adolescent moms, and historical disinvestment in communities of color.

**Power to Thrive** is our strategic response to meet this need in our community. This four-pillar plan provides New Moms with a roadmap to better fulfill our mission of strengthening families.



**We envision a world where every young family is empowered to think big and build thriving futures!**

Why do young families need power to thrive? Thriving is more than surviving—it is living a life of abundance, prosperity, and vitality. Every young mom and child who comes to New Moms is full of this potential. However, it is not easy for most to imagine audacious possibilities while experiencing the daily strain of homelessness and poverty. New Moms' work bolsters these young families as they unleash their potential and take powerful, first steps towards their goals. Every goal accomplished further empowers families to pursue ambitious, thriving futures. New Moms is a catalyst for growth—as we partner with young families and leverage our organizational power to promote equity, we know that together we can accomplish great things.

<sup>1</sup> Source: University of Chicago; <sup>2</sup> Source: FEMA



# Empower Our Work Through Research-Driven Practices



To best serve our communities, nonprofits need to meet people in the current moment. Organizations cannot use the same decades-old techniques when practice and research shows they are ineffective.

**At New Moms, we are incorporating cutting-edge brain and behavior science insights and feedback from participants to improve outcomes for young families as they pursue housing stability, economic mobility, and family well-being.**

Here's how we'll do it...

## Increase Program Quality for Young Families

Continue to improve outcomes of our existing programs by co-designing programming with young moms to better incorporate their wisdom, strengthen relationships with other community partners, and reinforce racial equity work in our mindset, training, and practice

## Integrate App-Based Technology into Coaching

Increasing rates of goal accomplishment for young moms and improving coaching effectiveness by incorporating a supportive app that is participant-focused and prioritizes their unique goals

## Pilot an Educational Support Program

Create a post high-school educational assistance program (also known as post-secondary persistence) to increase economic mobility for young families





# Fuel the National Conversation



There is a growing awareness in the social service field that traditional case management strategies are not working and at times prevent families from succeeding.<sup>3</sup> We want to harness this window of opportunity and share what we have learned and developed in Chicagoland to influence other nonprofits nationally.

**By meeting this demand for innovative, research-based strategies, we will ultimately impact more young families.**

Here's how we'll do it...

## Create a Best Practices & Public Policy Center

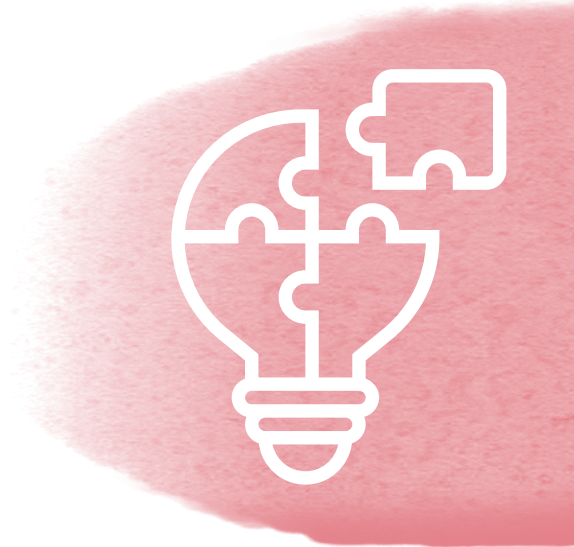
Develop a center that incubates and shares innovative practices to improve outcomes of social service programs and inform public policies regarding children and families

## Launch Equity-Grounded Policy & Advocacy Work

Advance efforts to support young moms, children, and New Moms' ability to serve them by developing a policy and advocacy agenda grounded in equity

## Build a National Spiritual Formation Network

Develop a national network of social service agencies interested in incorporating spiritual formation services as part of a holistic, family-centered approach to supporting families



**PILLAR 3**



# Expand the Impact of Our Social Enterprise

Stable employment is necessary for the financial stability of young families. Our social enterprise candle company, **Bright Endeavors**, is a critical component of our Job Training program and exists to provide transitional jobs and professional skill development for young moms.

**Strengthening our social enterprise will allow us to support more young moms as they work towards economic mobility.**

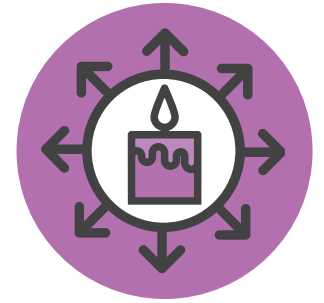
Here's how we'll do it...

## Scale Bright Endeavors Operations for Sustainability

Grow Bright Endeavors to increase sustainable revenue and provide more transitional jobs to young moms

## Expand Leadership Role in the Field

Create and promote equity-driven, ethical, and socially impactful business practices, elevating our leadership in the Social Enterprise sector



**bright endeavors**





## Enhance Our Organizational Infrastructure

To uphold our standard of excellence we need to invest in our organizational infrastructure.

**Improving our technology, internal systems, and revenue sources are essential to support this ambitious strategic plan over the next five years.**

Here's how we'll do it...

### **Invest in Transformative Technology**

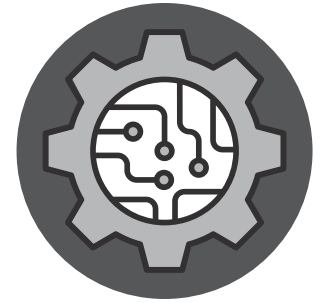
Implement technology that allows New Moms to adapt and grow to further support our mission and meet the future security needs of our organization

### **Maximize Our Revenue Model**

Refine funding sources to finance future growth of the organization and ensure responsible stewardship of fiscal resources

### **Nurture Powerful Connections**

Share New Moms' story widely with others, strengthening strategic partnerships, and cultivate authentic relationships with supporters



# Lay the Foundation for a Thriving Future

At New Moms, we envision a future where every young family thrives, and each initiative in our strategic plan lays the supportive groundwork for that vision. These **innovative strategies** establish a firm base on which we will continue to build into the future—like the foundation holding up a home. We have tremendous opportunities ahead to better fulfill our mission of strengthening young families and to have a lasting, positive impact on future generations.



## STRATEGIES

## OUTCOMES

Improved Program Quality	▶	Increased Family Satisfaction & Engagement with Programs
Post-secondary Education Pilot Program	▶	Post-secondary Completion for Young Moms
Supportive App-based Technology	▶	Milestone & Goal Attainment for Families
Center for Incubating Best Practices & Policy	▶	Improved Social Services & Public Policy Benefitting Young Families
Equity-Grounded Policy & Advocacy Work	▶	Leadership of Young Moms in Advocacy Work
National Spiritual Formation Network	▶	More Organizations Offer Spiritual Formation Supports to Families
Scale Bright Endeavors Operations for Sustainability	▶	Sustainable Revenue & More Transitional Jobs for Young Moms
Expanded Leadership Role in Social Enterprise Field	▶	Increased Equitable Practice in Social Enterprise Sector
Transformative Infrastructure Technology	▶	Organizational Growth & Security Supported by Technology
Maximized Revenue Model	▶	Organizational Growth Funded
Nurture Powerful Connections	▶	Strong Community of Support

# JOIN US IN THIS ESSENTIAL WORK!

New Moms and our partners have the hope and opportunity to meet today's challenges and build solid foundations for the future of our beautiful community.

**Together we can create a future where every family is empowered to think big and thrive!**

CONTACT US

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GIVE A GIFT

[newmoms.org/donate](http://newmoms.org/donate)

## NEW MOMS

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### OAK PARK

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### MISSION

New Moms strengthens families by partnering with young moms as they progress toward housing stability, economic mobility, and family well-being.

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### VISION

New Moms envisions a future where every young family thrives.