

CONETOE FAMILY LIFE CENTER STRATEGIC PLAN 2015-2017

VISION

Conetoe families, and neighboring communities, are proud of their agricultural heritage, have their needs met, and have a voice in all community matters.

MISSION

To improve the health of the youth and community by increasing access to healthy foods, increasing physical activities and providing access to health services.

CORE VALUES

1. ***Self-Determination & Economic Security*** – We value living off of what we make and creating what we need to support ourselves. When that is not possible, we believe that our community deserves safe work, jobs with fair and decent wages with benefits and we should develop skills to create and operate our own businesses. Local controlled, natural and/or organic agriculture and agribusiness are viewed as a positive and valued way of life.
2. ***Human Development*** – We value the development of all our people through Education of youth and adults. We improve health by engaging the community in physical activities; nutrition education, spiritual and other healing activities to overcome the history and scars of African American land theft, violence and abuse of women and girls to help with physical and emotional healing.
3. ***Pride, Dependability and Inclusion*** – We are proud of our African-American culture and history. Our community can depend on us to support each other as we deliver Conetoe Family Life Center programs. Our programs and our organization have an inter-generational approach to meet the needs of children, youth, adults and seniors/elders.
4. ***Land Ownership*** – We value land because it is a source of wealth, food, and economic security. Our community must never forget about the painful history of our relationship to land and the role local politics played in the theft of local African American land.
5. ***Environmental Protection*** – We garden naturally to restore and protect the land, air, water – our natural resources and our health.
6. ***Political Engagement*** – It is important to involve adults and youth in the political system to advocate for their needs and interests.

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<p>Goal 1: Develop and implement an organizational structure that allows Conetoe Family Life Center to effectively carry out its programs and activities and model its core values.</p>	<p>Goal 2: Strengthen financial management activities and lay the foundation for long-term financial sustainability of the organization.</p>	<p>Goal 3: Formalize program delivery and evaluation activities for existing programs; Expand programs based on identified community needs.</p>	<p>Goal 4: Strengthen collaboration with other organizations, institutions, and communities to maximize impact.</p>
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Priorities

<ul style="list-style-type: none"> • Develop and implement a clear staffing structure for paid and unpaid staff, including youth • Continue to develop and formalize the board of directors • Invest in infrastructure that will allow Conetoe Family Life Center to support its programs and organizational development goals 	<ul style="list-style-type: none"> • Develop an organizational budget that supports strategic goals and reflects core organizational values • Draft financial management policy that outlines roles and responsibilities related to financial activities • Identify current and potential revenue-generating sources that will provide long-term income for Conetoe Family Life Center 	<ul style="list-style-type: none"> • Document program goals, budgets, and key metrics for existing programs • Develop tools and processes to evaluate programs • Develop a curriculum to document programs so they can be replicated across community settings • Expand current programs and explore implementing new programs based on community needs 	<ul style="list-style-type: none"> • Strengthen relationships with organizations and groups carrying out similar work in the region • Strengthen relationships with faith-based groups in Eastern North Carolina • Strengthen relationships with universities to create a pipeline to college for participants and get technical support • Develop relationships with businesses and industry, particularly agriculture & health care
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