OUR VISION
is for every child to have a great childhood because our children are our future.

OUR MISSION
is to prevent the abuse and neglect of our nation’s children.

OUR CORE ASSUMPTIONS
in promoting healthy child development:
- Prevention efforts are more effective and less costly than treatment “after the fact”
- Everyone has a role to play in preventing the abuse and neglect of children
- All parents need support at some time
- Children have the right to stable, loving and nurturing environments
- The abuse and neglect of children occurs across all socio-demographic groups
- There is widespread misunderstanding about child abuse and neglect
- Not everyone feels a personal connection to the issue of preventing child abuse and neglect

WE USE A STRATEGIC AND DISCIPLINED APPROACH
to address the complex problem of child abuse and neglect prevention. Our goals are designed to be high-impact, achievable and replicable:

<table>
<thead>
<tr>
<th>GOAL 1</th>
<th>Develop a nationally recognized brand that moves people to action</th>
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<tbody>
<tr>
<td>GOAL 2</td>
<td>Strengthen the collective impact of the National Office, its networks and partners</td>
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<td>GOAL 3</td>
<td>Transform social norms regarding child abuse and neglect</td>
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<td>GOAL 4</td>
<td>Develop a standardized assessment for child well-being that is aligned with national and international methodologies and is useful at both the local and state levels</td>
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<td>GOAL 5</td>
<td>Increase the annual operating budget by an additional $500,000 in unrestricted funds, and sustain that revenue to ensure we meet the goals and objectives of our strategic plan</td>
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OUR CORE VALUES WILL GUIDE US AS WE WORK TO DECREASE THE ABUSE AND NEGLECT OF CHILDREN THROUGH COMPASSIONATE SERVICE.

CATALYST
We will lead and engage partners and communities in taking an active role in improving the lives of children and their families

INNOVATION
We will generate creative ideas and novel collaborations to promote policies and practices that support healthy futures for all children

INTEGRITY
We will ensure that our organizational culture and strategic decisions reflect the highest standards of ethics, discipline and accountability

STRENGTHS-BASED APPROACH
We will promote evidence-based strategies and harness the abilities of families, communities, staff, partners and networks to influence social change

TRANSFORMATION
We will move the public toward active engagement in the prevention of child abuse and neglect