

Strategic Priorities

2016 - 2019

MISSION

To promote the economic and social well-being of individuals, families, neighborhoods and communities.

VISION

- Individuals are successful
- Families are healthy
- Neighborhoods thrive

GOALS

- Ensure that all people's basic needs are met.
- Protect our most vulnerable children and older adults, immigrants and refugees.
- Increase visibility in the community by partnering with community-based providers, policymakers and the public to strengthen the social safety net.



- 1. Strengthen the social safety net.** The most vulnerable will advance in economic prosperity and equity so that all individuals, children and families have the opportunity to succeed. We will ensure access to benefits for which they are eligible such as CalFresh, CalWORKs, General Assistance and Medi-Cal.
- 2. Advance foster youth well-being & strengthen child welfare services.** We will support caregivers and provide permanency for foster youth, improve assistance for transition-age youth, ensure the safety and well-being of children, and align child welfare requirements with best practice efforts.
- 3. Protect vulnerable seniors & older adults.** With a growing population of older adults and seniors, we strive to restore, stabilize and expand funding for vital programs and coordinate systems of care.
- 4. Expand opportunities for employment.** We support individuals with barriers to employment; encourage savings and asset building; and promote economic stability and financial education so that clients and families can achieve self-sufficiency and thrive.
- 5. Facilitate access to emergency housing.** Housing is a critical unmet need for children, families, seniors and persons with disabilities in our hardest hit communities, given the rising cost of housing in the Bay Area—where low income individuals and families are at-risk of homelessness or displacement.
- 6. Improve technology & information systems.** Systems improvements allow us to be more efficient & agile in responding to ever-changing demands.
- 7. Track outcomes & performance metrics.** We are accountable and transparent in our practices to deliver the highest quality of care.
- 8. Increase visibility & outreach efforts.** By strengthening partnerships with civic and community organizations, policymakers, and the public, we lead the way in developing more coordinated and integrated systems that deliver results.
- 9. Invest in our employees.** We are committed to providing professional development opportunities and skills training that prepare our staff for success.
- 10. Work towards achieving racial equity & advancing opportunities for all.** We advocate for policy and legislation that help improve the lives of immigrants, refugees, LGBTQ, women and children, boys and men of color, and the disabled—to foster stronger communities and effect positive social change.