

HOPE

HEALING
+
HEALTH

OUR COMMUNITY
is our region

OUR IMPACT

OPPORTUNITIES
+ sustainability

PEOPLE +
PREVENTION +
POLICY

EQUITY +
ENGAGEMENT



The
**Child
Advocacy
Center**
of Greater Rochester

STRATEGIC PATH

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HEALING

- ▶ Restore the individual and systemic structures that allow for entering recovery.



HEALTH

- ▶ Reimagine Mental Health Services.
- ▶ Child Abuse is recognized as a Public Health Crisis.

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OUR COMMUNITY IS OUR REGION

- ▶ All regions we serve need a customized model to provide a full suite of comprehensive intervention services.
- ▶ Provide prevention services in regional areas beginning with school and community-based education.



OPPORTUNITY + SUSTAINABILITY

- ▶ Secure consistent and comprehensive support from NYS for intervention and prevention services.
- ▶ Diversify revenue streams to have a broad and balanced base of financial support which can be sustained over time.



OUR IMPACT

- ▶ Quantify and qualify the reach and change created by our services.

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PEOPLE

- ▶ We are committed to the systems, development, and well-being of our staff.



PREVENTION

- ▶ Provide comprehensive education services which enhance and address the socio-ecological model
 - School
 - Youth-Serving Organizations
 - Community
- ▶ Provide youth development opportunities for children who have experienced abuse to support their ongoing recovery and development.



POLICY

- ▶ Actively advocate for legislative changes to keep children safe.

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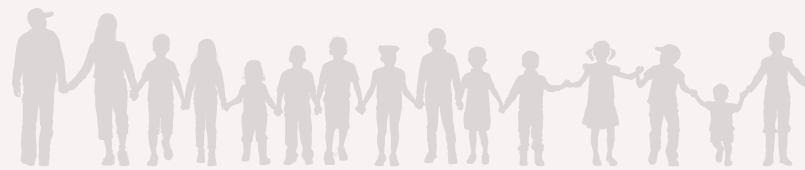
ENGAGEMENT

- ▶ Connect with the community to seek out those who need support for healing and/or prevention.
- ▶ Empower the community to reduce the stigma and understand the call to action for the advancement of the mission.



EQUITY

- ▶ Commit to equitable access to our services throughout our community. Child abuse and trauma impact all communities.





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Strategic Imperatives

Healing & Health	Our Region, Opportunities, and Our Impact	People, Prevention & Policy	Engagement & Equity
<p>Restoring the individual and systemic structures that allow children to enter recovery by investing in our multi-disciplinary team.</p> <p>Reimagine Mental Health Services</p> <p>Child Abuse is recognized as a Public Health Crisis/Emergency.</p>	<p>All regions we serve need a customized model to provide a full suite of comprehensive intervention services.</p> <p>Push in prevention services in regional areas. Beginning with school and community-based education.</p> <p>Securing consistent and comprehensive NYS support for intervention and prevention service.</p> <p>Diversifying revenue streams to have a broad and balanced base of financial support which can be sustained over time.</p> <p>Quantifying and qualifying the reach and change created by our services.</p>	<p>The organization is committed to the development, systems, and well-being of the staff.</p> <p>Having comprehensive education services which enhance and address the socio-ecological model</p> <ul style="list-style-type: none"> School Youth-Serving Organizations Community (parents, families, caregivers, faith communities, other organizations) <p>Providing youth development opportunities for children who have experienced abuse and supporting their ongoing recovery and development.</p> <p>Actively advocating for legislative changes to keep children safe.</p>	<p>Connecting with the community to seek out those who need support for healing and/or prevention.</p> <p>Empowering the community to reduce the stigma and understand the call to action for the advancement of the mission.</p> <p>Child abuse and trauma impact all communities. Committing to equitable access to our services throughout our community.</p>
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2024 Workplan Results

Healing & Health	Our Region, Opportunities, and Our Impact	People, Prevention & Policy	Engagement & Equity
<div> Professional Development for MDT</div> <div> Process improvement Project</div> <div> Secure start up funding and complete application for Article 31 Clinic</div> <div> Child Abuse is recognized as a Public Health Crisis/Emergency.</div>	<div> Define the area which will be designated as “Our region”</div> <div> Expand Prevention Education into Livingston and Wyoming Counties</div> <div> Develop and launch an official legislative platform.</div> <div> Secure increased support from government.</div> <div><div></div>Implement data systems and the Hope Scale to quantify our outcomes.</div>	<div> Launch a formal employee engagement and wellness program.</div> <div> Design and pilot a Parent Academy.</div> <div> Launch youth services programming with the pilot of a summer camp.</div> <div> Actively advocating for legislative changes to keep children safe.</div>	<div> Launched a rebranding campaign and new interactive website.</div> <div> Used service data to identify and secure location for 2nd center.</div> <div> Launched partnership with RCSD.</div>

2025 Work Plan

Healing & Health

Focus Area	Task	Expected Timeframe	Metric of Success
Restoring the individual and systemic structures that allow children to enter recovery by investing in our multi-disciplinary team.	Continue process improvements and process mapping projects for every step in the intervention services continuum. Focus on Family Advocacy, REACH Visits, and Mental Health Referrals.	Quarterly throughout 2025	New process map and documentation completed for each named process area (FA, REACH, MH)
Restoring the individual and systemic structures that allow children to enter recovery by investing in our multi-disciplinary team.	Explore the inclusion of Case Management in the suite of services offered by the CAC. 1. Review guidelines, requirements, and application process 2. If applicable, develop a plan to design and implement (job descriptions, data systems, training, etc.)	1. Quarter 1 2. Quarter 4	1. Evaluation report completed by the end of 1 st quarter 2. If applicable, implementation plan completed in quarter 4, but prior to budget completion
Restoring the individual and systemic structures that allow children to enter recovery.	Complete the collaboration project with CASA.	Quarter 2-3	Completion of integration exploration, and if indicated, approved by the Board of Directors.
Reimagine Mental Health Services	1. Provide team training on systems, policies, procedures documentation. 2. Launch The Mental Health Clinic.	1. Quarter 1 2. Quarter 2-4	1. Acquisition, installation, and training on systems 2. Number of patients, visits, and financial targets on P &L
Child Abuse is recognized as a Public Health Crisis/Emergency.	1. Create and launch a campaign 2. Enhance partnerships and allies for advancing the campaign	1. Quarter 2 2. Quarters 3-4	1. Campaign plan completed and first phase is visibly launched to the public 2. Number of partnerships and collaborations advancing the campaign

2025 Work Plan

Our Region, Opportunities, Our Impact

Focus Area	Task	Expected Timeframe	Metric of Success
All regions we serve need a customized model to provide a full suite of comprehensive intervention services.	<ol style="list-style-type: none"> 1. Complete a gap analysis of services and partners to be able to provide the suite of services in those regions. 2. Use gap analysis findings to chart an action and implementation plan for addressing the gaps in the regions currently served outside of Monroe County. 	<ol style="list-style-type: none"> 1. Quarter 1-2 2. Quarters 3-4 	<ol style="list-style-type: none"> 1. Gap analysis, partnership recommendations report completed 2. Implementation plan drafted for review by Board.
Push in prevention services in regional areas. Beginning with school and community-based education.	<ol style="list-style-type: none"> 1. Complete expansion plan in Livingston and Wayne Counties 2. Identify regional expansion opportunities for 2026 (Genesee and Orleans Counties) 	<ol style="list-style-type: none"> 1. Quarter 1-4 2. Quarter 3-4 	<ol style="list-style-type: none"> 1. Expand services provided in Livingston and Wayne Counties per the plan with BOCES 2. 1-2 districts secured in each county by end of 2025
Securing consistent and comprehensive NYS support for intervention and prevention service.	<ol style="list-style-type: none"> 1. Refine 2025 Platform 2. Present to Legislature 	<ol style="list-style-type: none"> 1. Quarter 1 2. Quarters 1-2 3. Quarters 2-4 	<ol style="list-style-type: none"> 1. Written advocacy plan completed 2. Sessions held with legislators from across the State 3. Commitments or additional support secured
Quantifying and qualifying the reach and change created by our services.	Fully implement the Children's Hope Scale in the intervention services programs:	Quarters 1-4	Implementation plan revised by Quarter 2 with 1 st round of measurements reported in Quarter 4
Invest in the building or acquisition of the systems and structures required to collect, organize and analyze key service data.	<ol style="list-style-type: none"> 1. Completely revise and update client services database for both intervention and prevention services 2. Acquire and implement an Electronic Medical Records system for the Mental Health Clinic 	<ol style="list-style-type: none"> 1. Begin installation/upgrade in Quarter 2 2. Complete installation in Quarter 1 	<ol style="list-style-type: none"> 1. New database in full use and generating reports 2. EMR fully functional for client services, billing, and reporting

2025 Work Plan

People, Prevention & Policy

Focus Area	Task	Expected Timeframe	Metric/Measurement of Success
The organization is committed to the development, systems, and well-being of the staff	<ol style="list-style-type: none"> Continue Employee Engagement Survey to measure progress and roadmap future plans and investments. Fund and roll out 1-2 new opportunities. 	<ol style="list-style-type: none"> Quarter 1 Quarters 2-4 	<ol style="list-style-type: none"> Survey launched and data collected, analyzed, reported Action plans created and progress documented
Having comprehensive education services which enhance and address the socio-ecological model	<ol style="list-style-type: none"> Design 2025 trainings for parents, community members, youth-serving organizations Create, communicate, and launch schedule of trainings in each area 	<ol style="list-style-type: none"> Quarter 1 Quarters 2-4 	<ol style="list-style-type: none"> Plan and schedule completed Number of offerings, number of participants
Providing youth development opportunities for children who have experienced abuse and supporting their ongoing recovery and development.	<ol style="list-style-type: none"> Create 2025 service plan for providing engagement opportunities for children who have been served by CAC to include: <ol style="list-style-type: none"> Summer activities Afterschool/Weekend Groups (Clinical and Non-Clinical) Survivor Programming/Support Launch full suite of services with the opening of Beacon Place at Skyview 	<ol style="list-style-type: none"> Quarters 1-4 Quarters 3-4 	<ol style="list-style-type: none"> Service plan completed and approvals/funding secured Services launched and participation measured
Actively advocating for legislative changes to keep children safe.	<ol style="list-style-type: none"> Using priorities collected in 2024, hold annual legislative engagement opportunities to push forward priorities. Include team members and allies as needed to advocate for adoption and sponsorship of policy changes. Collect input from MDT and stakeholders to create a list of legislative priorities for 2026 	<ol style="list-style-type: none"> Quarters 1-4 Quarter 4 	<ol style="list-style-type: none"> Legislative agenda plan for 2025 completed. Track engagement opportunities and policy progress Input documented for 2026 list

2025 Work Plan

Engagement & Equity

Focus Area	Task	Expected Timeframe	Metric/Measurement of Success
Connecting with the community to seek out those who need support for healing and/or prevention.	Increase our messaging reach directly to children and youth through social media, games, being visible at youth and parent serving locations, events, and platforms.	Quarters 1-4	# of contacts # of education points provided # of referrals or follow ups
Empowering the community to reduce the stigma and understand the call to action for the advancement of the mission.	Building on the momentum gained in 2024 with community outreach, 3 rd party events, and peer to peer friend raising, intentionally focus 2025 efforts in spaces where the CAC have not been before throughout the Greater Rochester region.	Quarters 1-4	# of contacts # of new friends # of new followers # of new areas/spaces
Child abuse and trauma impact all communities. Committing to equitable access to our services throughout our community.	<ol style="list-style-type: none"> Open 2nd location: Beacon Place at Skyview on the Ridge (Adjacent to 14621, 14609, Greece and Webster) Intentionally increase community partnerships to increase access to communities not yet reached Secure funding to continue the 2024-2025 pilot with RCSD 	<ol style="list-style-type: none"> Quarter 3 Quarter 4 Quarters 2-3 	<ol style="list-style-type: none"> Location open # of neighborhood partnerships Funding secured for 2025-2026 school year (and beyond)