



# Firefly Strategic Plan (2025-2027)

## Vision

Healthy communities of thriving people.

## Mission

Empowering individuals to build stronger families and communities.

## Strategic Goal

By 2027, Firefly Children & Family Alliance will be the provider of choice for building stronger families and communities throughout Indiana. By implementing a strategic growth model that leverages the organization's reputation for providing quality services, advancements in technology, and an inclusive human centered approach, Firefly will intentionally expand current services and incubate new programs in communities across the state.

### Provide High Quality Services Throughout Indiana

- Apply data-driven storytelling to amplify brand awareness
- Strengthen local community relationships to build partnerships and trust
- Utilize thought leadership, advocacy, and influence to foster innovation
- Expand key services to provide a continuum of care across the state

### Leverage Agency Resources of Sustainable Growth

- Utilize an integrated ROI and sustainability matrix tool for financial decisions
- Leverage technology to maximize individualized donor engagement
- Establish new revenue streams to build capacity

### Foster an Innovative & High-Performing Workplace

- Attract and develop top talent professionals representing communities served
- Standardize innovative practices to support and retain staff
- Provide competitive compensation and career development opportunities
- Enhance and streamline communication systems to foster greater collaboration and efficiencies