

## VISION

Every child in Northern Virginia will grow up in a safe, stable, nurturing family, with the supports they need to contribute to stronger communities today and as adults tomorrow.

## STRATEGIC DIRECTIVES

#1: Strengthen and expand recognition of SCAN as an ***accessible, useful source of parenting information, support and connections*** among families and those who influence families throughout Northern Virginia.

#2: Identify, engage and empower ***partners, volunteers and supporters*** in meaningful collaborations through focused, inspiring and evidence-based messaging that emphasizes our shared vision; and by providing opportunities and tools that enable every sector of the community to more effectively support and strengthen families.

#3: ***Leverage the knowledge, expertise, and positioning*** available through SCAN's staff, board, volunteers and network to educate and influence everyone who can contribute to SCAN's vision.

#4: ***Serve as a voice for vulnerable children*** and an advocate for the well-being of all of Northern Virginia's children.

## MISSION

To promote the well-being of children, improve parent-child relations and prevent child abuse and neglect by:

- EDUCATING the community about the scope, nature and consequences of child abuse and neglect and the importance of positive, nurturing parenting;
- PROVIDING direct parent education;
- ADVOCATING for children in the community, the legislature and the court.



## CORE BELIEFS

### *We believe*

- ...that every child has the right to grow up in a safe, permanent home;
- ...that every child deserves love and nurturing as they learn and develop; and
- ...that every child needs positive guidance as they grow and mature.

### *We believe*

- ...that most parents truly love their children and want to be good parents; but we also know that parenting can be tough;
- ...that many parents feel isolated in the difficult job of parenting; and
- ...that many parents need information, skills, and support to become positive, nurturing influences in their children's lives.

### *We also believe*

- ...that our neighborhoods, communities, governments, faith groups and civic associations can provide life-changing support to parents;
- ...that volunteers and family services professionals can provide an important voice for vulnerable children and helpful advice for frustrated parents; and
- ...that child abuse and neglect CAN be prevented.

***We believe...every child deserves hope.***

*Detailed Tactical Plans for FY12-16 Available Upon Request*