



Oakland Fund for Children and Youth

Strategic Planning Vision Mission & Guiding Principles

Thursday, January 21, 2021





Welcome!



Guided Visualization Activity



Landscape with Rainbow, 1859 by 19th Century Black abolitionist painter Robert S. Duncanson (Museum: Smithsonian American Art Museum)

In This Session

- Welcome: Reflection Activity
- Agenda review for this Session
- Moving forward with An Equity Implementation
- Vision, Mission, and Values/Guiding Principles
- Next Steps – Process Review
- Closing



Continuing the December Conversation Racial Equity Analysis

Reminder of Key Steps to Implement Equity Analysis

- Name the ***desired future condition***
- Use disparity data to understand the current conditions
- Work with the impacted community – try to understand root causes and what partnerships are needed
- Design equity approaches



***YOUR VISION, MISSION, AND VALUES /
PRINCIPLES SET THE FRAMEWORK FOR
BUILDING EQUITY***

MISSION VISION VALUES PRINCIPLES: A QUICK REVIEW



Vision, Mission, Values, and Principles

Vision, Mission, Values and Principles lay the foundation for developing the goals, objectives and work plan for your organization or program. This can be a place where equity is enshrined.

- The Vision lets you articulate those ‘desired future conditions
- Mission gives you direction
- Values support alignment with your community
- Guiding Principles provide some rules of the road.



The VISION STATEMENT

- Paints a picture of ‘Desired Future Condition’
- Visualizes the ideal, long term results of OFCY’s work
- Expansive (but not lengthy), idealistic, and aspirational
- Stimulates thinking
- Communicates passion
- Inspires people to join you in creating something wonderful



SAMPLE VISION STATEMENTS

Guess who! See if you can identify the organization with the following vision statement:

1. *“A world in which every child attains the right to survival, protection, development and participation”*
2. *“That the United States is a humane community in which all animals are treated with respect and kindness”*
3. *“That people everywhere will share the power of a wish”*
4. *“To be the mobility manager for the East Bay”*

Mission Statement

- Clear, concise statement of the essentials (purpose and function) of your organization

Elements of what the mission should say some or all of these things:

- WHAT functions the organization performs
- For WHOM the organization performs them
- HOW the organization fulfills those functions
- WHY the organization does all of this



SAMPLE MISSION STATEMENTS

Guess who! See if you can identify the organization with the following mission statement:

1. *“Prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors”*
2. *“To provide safe, convenient, courteous, and reliable transit service”*
3. *“To build healthier lives, free of cardiovascular diseases and stroke”*





Pop Quiz!

Vision and Mission Statements

A or B? Can you identify which statement is the Vision and which is the Mission?

Amnesty International

- A. A world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments.
- B. To undertake research and action focused on preventing and ending grave abuses of these rights.

Teach for America

- A. Growing the movement of leaders who work to ensure that kids growing up in poverty get an excellent education.
- B. One day, all children in this nation will have the opportunity to attain an excellent education.



Values vs Guiding Principles

- Values are foundational qualities/ standards supporting behavior
- Values help to form principles
- Qualities
- More general / subjective than principles
- Guiding principles are rules or beliefs that govern behavior
- Principles are Based on Values
- Rules
- More specific than values with direct influence on action

Example: Value and Principles

- Value: Fairness
- Principle: We treat everyone fairly

- Value: Honesty
- Principle: I will never lie, even if the truth is difficult

OFCY'S MISSION VISION VALUES PRINCIPLES

Current OFCY Vision

Does this still resonate for you? Was there something you saw in your reflection that is not captured in this vision?

“All children and youth in Oakland will thrive and lead safe, healthy, and productive lives.”





Current OFCY Mission What? For Whom? How? Why?

“OFCY provides strategic funding to support Oakland's children and youth from birth to 21 years of age to become healthy, happy, educated, engaged, powerful, and loved community members.”



Analyzing the current OFCY Mission:

How would you describe the mission in under ten words?

Mission

OFCY provides strategic funding to support Oakland's children and youth from birth to 21 years of age to become healthy, happy, educated, engaged, powerful, and loved community members.

Values and Guiding Principles

- OFCY has three core values, but has yet to develop guiding principles.
- Can we create guiding principles, specific rules, working from these core values?
- Are there other Values or Guiding Principles that would support OFCY's work?



What guiding principles (guideposts) can help OFCY apply these values?

Example: Value: Fairness → Guiding Principle: We treat everyone fairly

- ***Social and Economic Equity*** - All children and youth have a fundamental right for a safe and healthy life and a quality education. We value the concerted application of our resources toward those youth in greatest need.
- ***Child and Youth Development*** - We support efforts to promote the social, emotional, physical, cognitive and spiritual development of children to instill individual and community pride and leadership.
- ***Community and Collaboration***- We embrace the idea that by pooling our resources and working together, we can accomplish great things. We support strengthening families within our communities to make our children and our city strong. Strong communities can provide stability in a time of change in the lives of children and youth and help them grow into loving and powerful adults.



DISCUSSION



The Strategic Planning Process Timeline and Next Steps

Tasks	1	2	3	4	5	6	7	8
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
POC – Jan: Mission, Vision, Guiding principles; Review demographic and socio-economic data								
SP SC POC – Jan: Data Dive Who are Children and Youth in Oakland								
POC - February: Finalize Mission/Vision/ Guiding Principles; Data Review								
SP SC POC – February: Data Dive								
POC – March- Data Review								
SP SC POC – March – Data Dive								
POC – April – Decisions and Meaning – CNA/Racial Equity Analysis; Begin Draft Strategies								
SP SC POC – April - Decisions and Meaning – CNA/Racial Equity Analysis; – Draft Strategies								
May - Presentation to OCC/ Life Enrichment Committee								
POC – May – Make Decisions and Meaning								
SP SC POC – May – Review and Recommendations								
SP SC POC – June - Draft Report to SP Sub Com for Review								
POC - June- Public Input meeting for Draft Report								
POC – July – Review and Adoption of Strategic Plan								



THANK YOU!

