



PEERS Family Development Center

151 Chaney Avenue
Jacksonville, NC 28540

910-333-9725

"We are your Village"

2020-2024
Strategic Plan



Mission Statement: PEERS Family Development Center works collaboratively with families and the community for the prevention and intervention of child abuse and neglect.

Vision Statement: Together, with community partners, PEERS will offer services to build healthy, nurtured, and empowered families.

History of PEERS

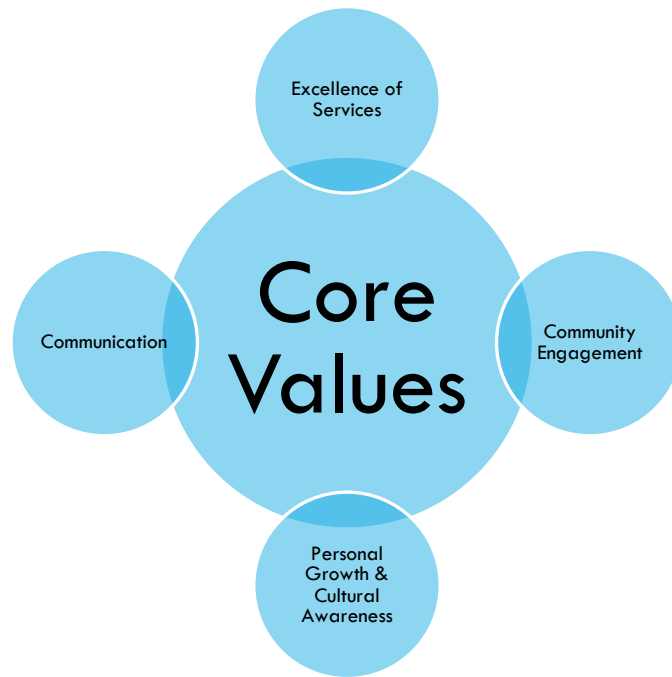
Parenting Education Empathy Rapport and Support

PEERS is a program designed for Parents to offer **P**arent **E**ducation, **E**mpathy, **R**apport and **S**upport. All services at PEERS are for the prevention and intervention of child abuse and neglect. This program was developed by social workers who wanted to give services to families in Onslow County. It is the goal of PEERS to help parents be the best they can be in their parenting role. The PEERS program began in 1977 in the back of the Melville Primitive Baptist Church and was the only program of its kind in the state. Then it re-located two separate times onto New Bridge Street where PEERS rented a house for office space until the 80s when the non-profit purchased the Chaney Avenue house. Through the years, it has gained acceptance as a model program to help families under stress deal with the problems of parenting.

In 1983, the program was recognized by the North Carolina Preventative Services Training Institute as one of the most cost effective and comprehensive family service programs in the state. The Governor's Award for Outstanding Volunteer Services was presented to the PEERS volunteers in 1987. Individual PEERS volunteers have received the Governor's Award and the JC Penney Golden Rule Awards for their service to the program.

PEERS offers **P**arenting **E**ducation **E**nhancement (**PEE**), **A**dolescent **P**arenting **P**rogram (**APP**) and **C**hildcare (**CC**) and volunteer opportunities. PEE offers parent education classes aim to extend short term support and empathy to parents and couples who are in immediate need of assistance in their roles as parents. All classes aim to decrease stress for parents; books, childcare and dinner are provided. All classes are evidenced based. APP provides adolescent parents with intensive family centered case management services aimed at preventing subsequent adolescent pregnancies, improving parenting and life skills, building confidence, keeping adolescence in school and preparing for employment. PEERS aim to prevent child abuse and neglect by equipping parents with the skills they need to raise happy and healthy children. The childcare program has been designed for parents who need temporary childcare due to appointments and/or respite care. PEERS also provides referrals to other services available in the Onslow County area upon request.

PEERS is a 501c3 non-profit with a board who has program oversight. The Director, who is funded through Onslow County writes grants, supervises all program areas, assists in the running of each program and sits on several community boards and task force throughout Onslow County. Major funding comes from the United Way of Onslow County, the City of Jacksonville, Onslow County, the Department of Health and Human Services, and donations from individuals, churches, businesses, civic groups and fundraisers.



Excellence of Services – Critical Thinking

- Information
- Commitment
- Referrals
- Quality Service

Community Engagement – Value Others

- Mutual Responsibility
- Embrace all Service Providers
- Contributing to the Community

Personal Growth & Cultural Awareness- Self-Awareness

- Cultural Awareness
- Teamwork
- Decision Making

Communication-Listen

- Speak
- Engage
- Social Media

In order to ensure Critical Success for PEERS, a Strategic Plan with goals must be implemented. Staff, Board Members, Interns/Volunteers and the community are all need for the success of implementing the plan.

2020 Key Goal #1: Community Involvement / Marketing Strategy

	Description	Responsibility	Success Measure	Resources Required	Target Date	Status
Action Steps © 2013 GPLLC	1. Staff, Director, and Board Members will attend community events as available. Could include ribbon cuttings, other community events, as well as, other non-profit fundraisers.	Staff, Director, and Board Members	Increased PEERS attendance in the community.	Time, Money	Ongoing	
	2. Outreach A. Director or designated staff will hold seats on various community boards/ committees/teams to ensure PEERS visibility and increase support regarding family issues. (CCPT, MDT, JCPC, Local Interagency Coordinating Council (LICC), Safe Kids, quarterly meetings at United Way, Healthy Eating Partnership, and TASCO). B. Community Outreach in all locations, especially through the base. Utilize brochures, flyers and social media. C. Promotional Items, small to large items for events, PEERS shirts for Staff, Director and Board Members.	Director and Staff	Increased Community Engagement.	Time	Ongoing	
		Director and Staff	Increase knowledge on base regarding PEERS services.	Time, Money	Ongoing	
		Staff, Director and Board Members	Increase PEERS name, logo and members into the community.	Time, Money, Budget	Ongoing	
	3. Develop Media plan to include Staff and Director to appear on local news media and G10 when offered. Collaborate with the County Communications Officer, utilize agency Facebook PEERS Website and County Internet. Explore creation a "Star Event."	Staff, Director, and Board Members	Increased referrals or attendance to PEERS services or events.	Time, Money	July 1, 2020 & Ongoing maintenance	
4. Donation Record Book – recreate and make more effective for donor and individual contact information and completion of Thank You notes.	Staff	Accuracy of records of donors and individuals who attend PEERS events through a digital format.	Time	June 1, 2020 & Ongoing updating		

2020 Key Goal #2: Effective Programming

	Description	Responsibility	Success Measure	Resources Required	Target Date	Status
Action Steps © 2013 GPLLC	1. APP, PEE, and Childcare will conduct satisfaction surveys and compile data. A. APP staff will conduct satisfaction survey with teen parents twice a year and compile data. B. APP Staff will conduct satisfaction surveys, twice a year, with teen parents and compile data. C. Create an internal monitoring binder for review, twice a year.	Director and Program Staff Program Staff and Director Program Staff and Director Program Staff and Director	Scale Surveys will demonstrate need for recurring services and success of program. Ensure meeting all program requirements and accuracy of programs records.	Time Parent Satisfaction Time Time, organization of paperwork Time, organization of paperwork	Quarterly (Oct, Jan, Apr, Jun) Twice a Yr. Twice a Yr. Ongoing	
	2. Evaluate parenting curricula to ensure most and new evidenced-based curricula is being utilized. A. PEE program staff to stay in contact with SWs at DSS regarding status of parents. B. Create and get funding for additional parent educator. C. Random observations of classes and ongoing supervision of staff.	Director and PEE staff PEE Director Director	Time / Utilization of Evidenced-Based Curriculums. Increased communication Increase services to families with children in care under 8yo, increase family reunification. Observation of any necessary changes or updates	Time, Money Time Time, Grant Time	Twice a Yr. Ongoing Ongoing Monthly	
	3. Childcare room to be updated with educational toys, items and books to provide the most effective childcare in both infant and toddler room. A. Staff to keep records on supplies and report any needs to stay up to date on all necessary items.	Childcare providers Childcare providers & Director	Increased age appropriate activities with children. Increase in children return to childcare. Increased age appropriate activities with children as outlined on calendar. Increase use of childcare.	Time, Money Time, Money	Biannual 30 days prior to need of supplies	
	4. Ensure training for staff, interns and board members.	All staff and Board	Increased knowledge or programs or non-profits	Time	Ongoing	
	5. Photography of events and programs.	All staff and board members	Utilize pictures for grants, promotional material,	Time	Ongoing	

2020 Key Goal #2: Effective Programming

	Description	Responsibility	Success Measure	Resources Required	Target Date	Status
			marketing, and promotion of program.			
	6. Yearly Audit by CPA and review by Director and Board	CPA, Director and Board Members	Accuracy of records, financials, and soundness to internal controls.	Time, Records and Jennifer Gwynn	Annually	

2020 Key Goal #3: Funding Programs / Grants – Fundraising and other Revenue

	Description	Responsibility	Success Measure	Resources Required	Target Date	Status
Action Steps © 2013 GPLLC	1. Everyone can assist in researching new funding opportunities/grants. A. Director will write grants for PEERS. B. Identify a grant for funding social media management.	All staff, interns, Director, and Board Members. Director	Increased in applying for appropriate grants. Increase in revenue for programs. To gain someone with expertise to do social media for PEERS.	Committed time Time	Ongoing Ongoing	Applied for Duke Endowment Grant, United Way Grant, Aldi Grant and Community Caring Grant.
	2. Maintain a FY Fundraising Calendar, (place in the board books and at PEERS House), this can be shared on social media pages and website. A. Fundraising Committee to work with staff. B. Advertising of all events and fundraisers utilizing county communication office, billboards (30 days in advance), flyers and social media (60 days in advance), follow-ups and thank you notes within 10 business days. C. Coordination with PIO for media notice. D. Ensure letters to the commissioners are delivered within 45 days of an event or fundraiser.	Staff, Director and (FRC) Fundraising Committee Staff and FRC	Increased awareness of PEERS, events, and fundraising. Increased money raised.	Time and effort from everyone	Ongoing	
		Staff and FRC	Same as above.	Time, Signs, Flyers, Brochures, Social Media	Ongoing	Ongoing
		Director and Staff Director and Staff	Same as above. For knowledge of the event or fundraising activity.	Same as above Time, money for postage	Ongoing Ongoing	
3. PEERS and Board will coordinate acquiring sponsorships and items needed for fundraising events.	Staff, Director, and Board Members	Increased sponsorships assist in the cost of events and fundraising activity. Increase items utilized at CTC.	Time	Ongoing		

2020 Key Goal #3: Funding Programs / Grants – Fundraising and other Revenue

	Description	Responsibility	Success Measure	Resources Required	Target Date	Status
	4. Complete After-Action Reports (AAR) on fundraisers to assess effectiveness of fundraiser.	All staff and include FRC when they are available.	After Action Report can detail if a large fundraiser is worth the time and effort placed into it.	Time	Within 30 days of event.	
	5. Maintain an electronic donor list.	Staff	Increase 10 donors per event.	Time Spreadsheet	Ongoing	
	6. Director and Board members will attend the yearly QENO / City of Jacksonville Board Governance Training at City Hall; this program is a requirement to have in order to apply for the PPP Grant with the City of Jacksonville.	Director and Board Members	This is mandatory training each year for board members to assist in gaining City grant.	Time	Annually	

2020 Key Goal #4: Board Involvement

	Description	Responsibility	Success Measure	Resources Required	Target Date	Status
Action Steps © 2013 GPLLC	1. As seen in each of the three prior goals, board involvement in highly recommended and needed for the success of PEERS by donating their time, treasures and talents.	Board Members	100% Board involvement at meetings. 70% Board involvement in at least one subcommittee.	Time	Ongoing	
	2. A yearly Board retreat.	Board Members	75% Board involvement.	Time	Ongoing	
	3. Fundraising Committee can recruit community members to assist with FR responsibilities.	FRC	Increased Board Involvement and community involvement by 10%. Involve community partners such as Julee Sewell from Modern Exterminating as well as the Jacksonville Jaycees.	Time	Ongoing	
	4. Fundraising Committee to discuss the calendar of events and FR. A. Discussion of how, who, what and when outlined to ensure raising \$2,000 or more per event.	FRC with Staff	Development and implementation of fundraising calendar. Increase Successful events by 25% profits.	Time	Ongoing	
	5. Promoting PEERS, Board Chair and Director to provide talking points to board members to use if needed to discuss PEERS needs, mission, etc.	Board Chair, Director, and Members	Increased Board Involvement	Time	Ongoing	
	6. Attendance at PEERS Board meetings, events, and fundraising activities.	Board Members	Increased Board Involvement	Time	Ongoing	

- Status color coding legend:
 - **RED** => completion of Action Step is significantly behind schedule & will likely miss Target Date
 - **YELLOW** => completion of Action Step is somewhat behind schedule & could miss Target Date
 - **GREEN** => completion of Action Step is on schedule & will make Target Date
 - **BLUE** => Action Step is COMPLETED and the associated Success Measure has been obtained
 - Note: To show shading over the bolded date in MS WORD: 1) enter the date, 2) highlight the date, 3) right click 4) click on *Borders and Shading*, 5) select the appropriate color, 6) make sure it shows apply to “text”, *Enter*.

3 Year Plan

- To gain additional parenting educators to be able to offer more hands on with parents of children in foster care.
- Continuous research and application of grants from all positions.
- Reassess the efficacy of each fundraiser through after-action planning.
- To have a part-time or full-time grant writer to include marketing.
- Locate additional grant to fund additional SW position for APP in order to serve more teen parents, and to assist in the prevention of subsequent adolescent pregnancy.
- Only have three or four major fundraisers to pay for the three programs.

5 Year Plan

- Continuous research and application of grants for all positions.
- To be able to utilize a larger county building space (ie: Onslow County Library) in order to house and grow services.
- To offer two parenting classes or support group each night, Monday-Wednesday.
- To offer daytime enrichment self-care classes for parents while childcare is in session.
- To offer specialized parenting classes to address the protective factors for foster and resource parents.
- Reassess the efficacy of each fundraiser through after-action planning.
- Only have three or four major fundraisers to pay for the three programs.

10 Year Plan

- Continuous research and application of grants for all positions.
- Reassess the efficacy of each fundraiser through after-action planning.
- Only have three or four major fundraisers to pay for the three programs.

Philanthropy Support

(FY 2019-2020)

Businesses

United Way of Onslow County
City of Jacksonville
Modern Exterminating Services & staff
Sam's Club
Wal-Mart
Jacksonville Jaycees
Kiwanis of Onslow County
Coastal Beverage
Jacksonville Daily News
Emerald Isle 1st Baptist Church
Ashley Furniture
UNC-W Social Work Students
Doss Trucking
Freeway Band
The Notorious Clamslammers
The Angry Ginger
McDonalds
Lowe's Hardware
Ethan Pogies Fishing Center
NC Zoo
Sea Vibes Jewelry
Riverside Steak & Seafood
Port City Java
Flatwoods Outfitters
S & H Feed & Garden Supply
Swansboro Health & Fitness
Advance Auto Parts
Nuova Luna Café
Kendra Scott Jewelry
White Oak High School FFA Alumni
Good Nights Comedy
Panera Bread
Carriage House Furniture
Liberty Tire
Jacksonville 4D Fetal Photo & Ultrasound
AMC Theatre
Pro-Football Hall of Fame
NC Arboretum Society
Duck's Donuts
Altitude Trampoline Park
Carolina Ale House – LM Restaurants
Harley Davidson
Moore's BBQ
Nascar Hall of Fame
Panda Express
Auto Zone
NC State University – Baseball

Individuals

Heidi & Walt Baur
Sheri & Chris Slater
Rolland & Tondrea Leach
Angela & William Lee
Katie & Alan LeMaire
Sue & Beau Barnett
Robbin & Greg Gratham
Cathy Greity
Dalia Garcia
Leelani Hamel
Shelly Kieweg
Daniel Garden
Zondrea Garden
Desiree Strood
Edna Edens
Alysa Darling
Christine Compton
Judy Frank
Kameron Parker
Kate Brockmeier
Loretta Parker
Michelle Bettis
Teresa Toney
Eric & Stephanie Davis
Krystal Jefferson
Lisa & Charlie Brown

Individuals

Whitney Jezek
Tracey & Sean Keefer
Julee Sewell
Pam Padgett
Kristin & Eric David
Nona Henderson
Christine Compton
Amber Gainey
Mary Allen
Christian Prince
Julia Collins
Charlie Gibbs
Debbie Rhodes
John & Katherine Scepurek
Lindsey Blasi
Devon Flanders
Cate Grimball
Kayeloni Everhart
Lisa Brown
Liza Barnett
Maggie & Luke Ohman
Tasha Mugrage
Clay Calhoun
Alicia LeMaire
Donna Johns
Leah Travers