



*Montana Children's Trust Fund*

*2022 – 2025 Strategic Plan*

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# MONTANA CHILDREN'S TRUST FUND

## 2022-2025 STRATEGIC PLAN

### VISION AND MISSION

**Vision:** Montana has healthy families, and children are safe from abuse and neglect.

**Mission:** The Montana Children's Trust Fund strategically supports initiatives to effectively strengthen Montana's families and keep children safe from abuse and neglect.

### GUIDING PRINCIPLES

The following principles guide the Montana Children's Trust Fund's work:

- Our Montana children, ages birth to 18 years:
  - Are born into and raised in safe, stable, nurturing environments; and
  - Have parents who have confidence in their parenting skills, and who know where to go for help.
- Our Montana communities:
  - Provide the training for parenting skills that people need and want;
  - Have resource directories in place so families can access and apply for services in streamlined ways;
  - Acknowledge the best practice parent approaches and specifically know about and value the protective factors;
  - Consider raising children in a priority community and collective responsibility; and
  - Learn from each other about the most effective approaches for parenting.

### GOALS

1. The Montana Children's Trust Fund (CTF) supports sustainable, effective programs aligned with its priorities of safety, permanency, well-being, and continuous improvement.
2. CTF is sustainable and effective in meeting statewide needs.
3. People are aware of CTF and needs associated with child abuse and neglect.

## OBJECTIVES, STRATEGIES, AND OUTCOMES

Goal 1: CTF supports sustainable, effective programs aligned with its priorities of safety, permanency, well being, and continuous improvement.		
Objectives	Strategies	Outcomes
1.1 Expand statewide network of family serving agencies	1.1.1 Develop a Logic Model and Scope of Work for the network	<ul style="list-style-type: none"> <li>• Increase in coordination across prevention, child welfare, tribal organizations, and other child and family service systems</li> <li>• Increased connections and relationships at the state and local levels</li> <li>• Prioritized areas of needs where service systems have not reached families</li> <li>• Increase in protective factors to prevent abuse or neglect by parents and caregivers related to:                             <ul style="list-style-type: none"> <li>○ Nurturing and attachment</li> <li>○ Knowledge of parenting and of child and youth development</li> <li>○ Parental resilience</li> <li>○ Social connections</li> <li>○ Concrete support for parents</li> </ul> </li> <li>• Decrease in risk factors associated with reasons for service</li> <li>• Increase in the availability of evidence-based and evidence-informed programs</li> <li>• Increase in data points to tell the story of Montana families</li> </ul>
	1.1.2 Conduct a statewide scan that identifies agencies that provide family support services	
	1.1.3 Identify and invite family serving agencies to participate in the statewide network	
	1.1.4 Convene family serving agencies monthly to build and strengthen relationships	
1.2 Improve performance evaluation	1.2.1 Develop and implement an evaluation plan including outcomes, outputs, and performance measures for CTF and its grantees	<ul style="list-style-type: none"> <li>• Decrease in risk factors associated with reasons for service</li> <li>• Increase in the availability of evidence-based and evidence-informed programs</li> <li>• Increase in data points to tell the story of Montana families</li> </ul>
	1.2.2 Increase communication with grantees to support improved evaluation	
	1.2.3 Implement use of Protective Factors Survey (PFS) and PFS Database as a measurement tool for all grantees	
	1.2.4 Effectively manage current contracts	

Goal 2: CTF is sustainable and effective in meeting statewide needs.		
Objectives	Strategies	Outcomes
2.1 Increase CTF funding	2.1.1 Effectively use data points and storytelling to illustrate CTF impact	<ul style="list-style-type: none"> <li>• Increase in private, state, and federal funding for prevention and family support</li> <li>• Increase in parent involvement and leadership at state and local levels</li> <li>• Increase in number of agencies developing and implementing action plans to incorporate parent involvement</li> </ul>
	2.1.2 Identify new fiscal partnerships and leveraged funds options	
2.2 Maintain current funding streams	2.2.1 Maintain CBCAP federal grant	
	2.2.2 Encourage taxpayers to donate to child abuse prevention through income tax check off campaign	
2.3 Improve internal CTF communication	2.3.1 Provide quarterly updates that focus on data during board meetings	
	2.3.2 Conduct regular (quarterly) board meetings virtually and in-person	
2.4 Increase parent leadership and involvement	2.4.1 Identify parents with lived experience to provide parent voice	
	2.4.2 Identify and develop parent leaders to involve in program planning and implementation	
2.5 Support diverse, representative CTF board of directors	2.5.1 Align CTF board makeup with CBCAP standards	

Goal 3: People are aware of CTF and needs associated with child abuse and neglect.		
Objectives	Strategies	Outcomes
3.1 Increase awareness of value of efforts to prevent child abuse and neglect	3.1.1 Define, prioritize, and strengthen partnerships	<ul style="list-style-type: none"> <li>• Increase in public understanding and engagement for the prevention of child abuse and neglect</li> <li>• Increase in coordination across prevention, child welfare, tribal organizations, and other child and family service systems</li> <li>• Increase in strong relationships and funding opportunities with public and private organizations</li> </ul>
	3.1.2 Increase outreach to and partnership with tribal organizations	
3.2 Increase visibility of CTF	3.2.1 Conduct outreach to local stakeholders and organizations	
	3.2.2 Increase awareness of Child Abuse Prevention/ Strengthening Families Month	
	3.2.3 Increase awareness of Period of Purple Crying Campaign	