

VISION

We envision a world where children and parents advance to their full potential, transforming the communities in which we live.

MISSION

AVANCE breaks the cycle of inter-generational poverty through innovative, two generation education and support for families with young children.



CORE VALUES

Excellence
Empowerment
Community
Integrity

STRATEGIC PLANNING

OVERARCHING GOAL/S (2020 – 2023)

1. AVANCE-Austin will address the service gap for under-resourced Latinx families with children ages birth-3 whose primary language is Spanish with a premiere 2-generation model so that children and their parents/caregivers thrive and reach their full potential.
2. By 2023, AVANCE will serve 1,000 children and their families, with an annual budget of \$2.6 million that represents a diverse stream of revenue sources.

OVERARCHING STRATEGY (2020 – 2023)

AVANCE-Austin will achieve its mission by ensuring a sustainable business model; unified culture; stable infrastructure; state of the art, relevant programming; strong strategic partnerships, and beneficial presence in the community.



STRATEGIC PLANNING

2020 - 2023

AVANCE-AUSTIN PRIORITY AREAS & GOALS

ORGANIZATIONAL EXCELLENCE

AVANCE-Austin sustains and expands a strong infrastructure to serve children and families.



1. AVANCE-Austin will be well governed.
2. AVANCE-Austin will build and maintain effective, engaged and empowered leadership.
3. AVANCE-Austin will ensure agency capacity and talent through competitive compensation, professional development and advancement..
4. Ensure technology is adequate to support growing needs, including hardware, software, and cloud technology, as well as mobile technology; Ensure that data backup plan is adequate and used regularly.
5. Ensure sufficient transportation for transporting families to the program and staff to home visits.
6. AVANCE-Austin will align with National restructuring and will benefit from resources available from National Office.
7. AVANCE will acquire longer term, dedicated space or spaces to support existing programming and new growth.

FISCAL OPTIMIZATION

AVANCE-Austin has dependable, diversified, and growing revenue sources through strategic fundraising activities, effective financial policies, and long-term funding such as endowments and reserves.



1. AVANCE-Austin is a fiscally sound organization.
2. Identify growth objectives and ensure they align with fund development planning, based on fundraising best practices.
3. AVANCE-Austin will have operating reserves consistent with optimal amounts held by similarly situated non-profits, as advised by CFO and guided by Board Policy.
4. AVANCE-Austin will create, develop and grow Endowment Funding, aligned with AVANCE National policies.

PROGRAM EXCELLENCE

AVANCE-Austin is a premiere parent-child program for under-resourced families with children ages birth to three that has a far-reaching impact on the community. AVANCE's signature model is built on a 2-Generation Framework and grounded in research and best practices. The model is comprehensive to address early childhood development, economic assets, physical and mental health, social capital and employment pathways.



1. AVANCE will position itself as a community leader by being involved in assessing and informing community needs in the 2-gen field and addressing those needs through its mission.
2. AVANCE-Austin's Program Committee will drive high-quality programming

through long-range planning and general oversight of the agency's program services.

3. AVANCE-Austin will serve 1,000+ children and parents/caregivers with high quality, 2-generation parent/child services by FY 2023 (July 1, 2022-June 30, 2023) that include outcomes for adults and children.

BRAND & OUTREACH

AVANCE-Austin is a well-recognized non-profit organization that attracts families, donors, partners and

volunteers through clear, targeted messaging and strategic outreach via multiple communications channels and advocacy within the community.

1. AVANCE-Austin will have strong community partnerships.
2. To ensure that AVANCE-Austin's brand is recognizable and distinct, seen as a premiere 2-generation agency in the community.
3. AVANCE's marketing is effective in attracting client families, partners, donors and volunteers.
4. AVANCE will be a recognized leader in the 2-generation space within our community's social service and education infrastructure with our focus on Spanish-speaking parents/caregivers with children ages 0-3 who are living in extreme poverty, are socially isolated, and experience a myriad of barriers, including being recent immigrants.