



# SAFESPOT

Children's Advocacy Center of Fairfax County

## 2022 - 2024 Strategic Plan

Expanding our capacity to provide

*HOPE AND HEALING*

for children and families impacted by abuse  
in Fairfax County



## From the Board President

Dear Friend of SafeSpot:

As we approach the 10th anniversary of SafeSpot Children' Advocacy Center, I am proud to present the outcome of a six-month long effort to create a Strategic Plan that will carry our organization to new heights in the years to come.

At the time of our founding, the SafeSpot Board served a critical role in establishing the organization and its services, developing staff, building partnerships, and growing financial resources. Several years later, we turned our focus to stabilizing the maturing organization and achieving financial stability, all while serving more children each year. Having achieved our initial goals, we are passionate about our next chapter, which will allow us to improve and enhance where we can, expand our services to reach more children, and deepen the impact we have on the lives of those children and their families.

This plan is the result of a deep commitment by every member of the SafeSpot team. Led by the Board of Directors Strategic Planning Committee, it has included input, advice, and counsel from the SafeSpot staff, supporters, and our multi-disciplinary team partners – law enforcement, child protective services, the Commonwealth Attorney, and medical professionals.

We are proud of the fact that each team member – Board, staff, county partners, donors, volunteers – believes passionately in our mission:

**“. . . to provide a safe environment and support services for child abuse victims and their families as they navigate the investigation and aftermath of abuse.”**



Throughout our growth, we have had a significant impact on the lives of children and their families and it has encouraged us to strive for more. In 2021 more than 500 children received a forensic interview at SafeSpot. Since the beginning, our therapy program has helped many children heal. It is heartwarming to note that children who have completed the trauma-focused therapy offered at SafeSpot feel ready to meet the challenges they will face in the future. SafeSpot's family advocacy program has provided guidance and resources to nonoffending family members so they are able to support and encourage their child's continued growth and healing. In addition, we are especially pleased to have grown the program sufficiently to meet the challenges of our widely diverse community, with an expanding staff able to provide culturally relevant, bi-lingual services.

We believe that this Strategic Plan will ensure that SafeSpot will grow in the most effective and financially secure manner that will enable our team to serve more child victims of abuse in our community with the highest quality services of any CAC in our state, indeed in the country.

We believe that every child deserves to feel confident that when they reach out for help they will be able to tell their story, be heard, and receive assistance that will give them hope for the future. That has always been a key value for every member of the SafeSpot team and will continue to be so for the future. We hope you will join us in achieving our mission!

Sincerely,  
Denise Balzano  
Board President





## Mission, Vision, Values

### **MISSION**

The mission of SafeSpot Children’s Advocacy Center is to provide a safe environment and support services for child abuse victims and their families as they navigate the investigation and aftermath of abuse.

### **VISION**

Reduce the trauma and improve the life of child sexual abuse victims as they navigate the investigative, legal, and post-trauma treatment systems following an allegation of abuse.

### **GUIDING PRINCIPLES**

We believe that every child in Fairfax County has the right to receive prompt, thorough, and complete child-focused attention when abuse has been reported, using a best practices model that puts the needs of the child first. We are committed to providing an inclusive and welcoming environment for our clients, staff, multi-disciplinary team partners, volunteers, and vendors. We strive to fully integrate best practices in diversity and inclusivity in programs, human resources, and organizational governance, and we encourage our partners to do the same. We recognize that SafeSpot staff members are our most important asset, and we strive to ensure an environment for their growth and development in line with SafeSpot’s business needs.

### **CORE VALUES**

Empathy  
Teamwork  
Respect  
Integrity  
Accountability  
Excellence

## Executive Summary

In line with SafeSpot's mission, vision, and values, and with respect to the needs of our clients, partners, and supporters, we have developed a three-year strategic plan that prioritizes smart, sustainable growth and continuous improvement. Our aim today is the same as it was when we were founded nearly ten years ago: to minimize trauma, promote healing, and ensure safety for child survivors of abuse, while working within our multidisciplinary team to secure justice and hold perpetrators accountable.

SafeSpot's 2022 - 2024 strategic plan prioritizes increased capacity in the areas of forensic interviewing, family advocacy, and trauma-focused therapy, enabling us to serve more children and families in need. We will add more services for nonoffending caregivers so that they can best support their child, and we will offer new, evidence-based approaches to trauma-focused therapy that allow for earlier intervention and on-going support.

We will adopt rigorous program evaluation techniques to encourage continuous improvement, and at the same time, we will promote the values of justice, equality, diversity, and inclusion (JEDI) within our organization (staff and Board) and for the children, families and communities we serve. Finally, we will strive to attract greater philanthropic support by providing opportunities for the community to meaningfully engage with our work and invest in our long-term sustainability.

### **SafeSpot's 2022 - 2024 Strategic Goals:**

- I. Increase the number of children receiving forensic interviews by 40%;
- II. Provide more assistance to nonoffending caregivers so families can heal & grow stronger together;
- III. Double the number of children receiving no-cost trauma-focused therapy;
- IV. Develop an agency evaluation system to effectively monitor programs and client impact;
- V. Grow financial sustainability by diversifying annual fundraising results and meaningfully engaging donors





## GOAL I: INCREASE THE NUMBER OF CHILDREN RECEIVING FORENSIC INTERVIEWS BY 40%

SafeSpot is the only agency in Fairfax County that provides forensic interviews conducted by a professionally trained forensic interviewer in a child-friendly location, and that provides follow-on coordination including multi-disciplinary team (MDT) review of cases.

By educating our community on the benefits of utilizing SafeSpot's highly trained professionals, and through the engagement of additional partners in law enforcement, SafeSpot will seek to grow the number of qualified referrals for forensic services and case coordination towards the goal of improving judicial outcomes for survivors and their families. By 2024, SafeSpot will be serving children:

- Living on a military bases
- Involved in trafficking
- Exposed to, and/or engaged in commercial sexual exploitation
- Who have witnessed domestic violence or homicide

## GOAL II: PROVIDE MORE ASSISTANCE TO NONOFFENDING CAREGIVERS SO FAMILIES CAN HEAL & GROW STRONGER TOGETHER

Research has established a strong link between a child's recovery from trauma and the support of his/her caregiver. SafeSpot Family Advocates ensure non-offending caregivers receive in-person crisis support, education on the best way to support their children, and referrals to community resources that alleviate hardships and strengthen families. SafeSpot will increase capacity to provide more support services to help caregivers address their own trauma while prioritizing their child's safety and long-term well-being by:

- Hiring an additional, bilingual family advocate
- Working with caregivers longer to encourage follow-on care and address additional needs
- Prioritizing mental health for caregivers by identifying new community partners
- Offering caregiver support groups



## GOAL III: DOUBLE THE NUMBER OF CHILDREN RECEIVING NO-COST TRAUMA-FOCUSED THERAPY

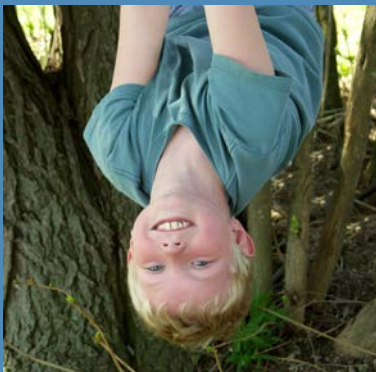
Children who experience sexual abuse develop changes in neurobiology, behavior, and physical health that can have long-lasting impacts, up to and including inter-generational cycles of abuse. Evidence-based therapies, such as Trauma Focused Cognitive Behavioral Therapy (TF-CBT), have been shown to have a long-term, positive impacts for children who have experienced trauma. As one of the only agencies in Fairfax County that provides these evidence-based therapies at no cost to the child or family, SafeSpot will take steps to expand internal capacity while working to build a preferred-provider referral network of community partners. We will accomplish this goal by:

- Hiring a 4th Therapist
- Partnering with the Community Services Board & other community-based therapists
- Building expertise in additional, evidence-based therapeutic approaches, including Child and Family Traumatic Stress Intervention (CFTSI)
- Increasing internal language capacity to provide therapy in the child and caregivers preferred language

## GOAL IV: DEVELOP AN AGENCY EVALUATION SYSTEM TO EFFECTIVELY MONITOR PROGRAMS AND CLIENT IMPACT

To enhance our current program evaluation techniques and tools, SafeSpot will adopt industry-leading performance measures that assess the short- and long-term effects of our programs and services on the safety and well-being of child survivors and their non-offending caregivers. Further, SafeSpot will embrace the ethos of continuous improvement through regular and meaningful review of organizational efficiency in the areas of human resources, financial management, governance and compliance, and resource development. Through this lens, we will:

- Secure Re-accreditation with the National Children's Alliance (NCA) in 2023
- Solicit greater feedback from children and caregivers
- Assess service delivery and client satisfaction with community partners
- Monitor effectiveness of new programs and services
- Monitor overall agency health and productivity



## GOAL V: GROW FINANCIAL SUSTANABILITY BY DIVERSIFYING ANNUAL FUNDRAISING RESULTS AND MEANINGFULLY ENGAGING DONORS

The importance of SafeSpot's financial sustainability cannot be overstated. SafeSpot will grow internal capacity to identify and cultivate relationships with area philanthropists, including individual donors, corporations, foundations, and community and faith institutions. By focusing on meaningful engagement and stewardship, SafeSpot will prioritize private philanthropy, grow community awareness, and mitigate any risks associated with overreliance on government funding. Specifically, we will aim to grow private revenue by 25% annually by:

- Introduce opportunities for donors to make multi-year and recurring donations
- Introduce a planned giving society for lifetime gifts
- Develop opportunities for donors to engage with SafeSpot and understand the impact of their support
- Build brand awareness and engage the community in celebrating SafeSpot's 10 year anniversary in 2023



SAFESPOT WOULD LIKE TO THANK THE MEMBER AGENCIES OF OUR MULTIDISCIPLINARY TEAM FOR THEIR COMMITMENT TO THE SAFETY AND WELL-BING OF CHILDREN AND FAMILIES IMPACTED BY ABUSE IN FAIRFAX COUNTY:



FAIRFAX COUNTY  
DEPARTMENT OF  
**FAMILY**  
SERVICES



OFFICE OF THE COMMONWEALTH'S ATTORNEY

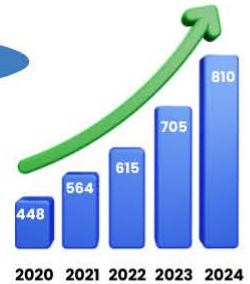
## 2022 – 2024 STRATEGIC PLAN

### EXPANDING OUR CAPACITY TO PROMOTE SAFETY, JUSTICE, AND HEALING FOR MORE CHILDREN AND FAMILIES IMPACTED BY ABUSE IN FAIRFAX COUNTY

#### 1 INCREASE THE NUMBER OF CHILDREN RECEIVING FORENSIC INTERVIEWS

SAFESPOT WILL GROW THE NUMBER OF FORENSIC INTERVIEWS CONDUCTED BY EXPANDING OUR EXPERTISE TO INCLUDE:

- + CHILDREN LIVING ON MILITARY BASES
- + CHILDREN INVOLVED IN TRAFFICKING
- + CHILDREN EXPOSED TO AND/OR ENGAGED IN COMMERCIAL SEXUAL EXPLOITATION
- + CHILDREN WHO WITNESS DOMESTIC VIOLENCE OR HOMICIDE



#### 2 PROVIDE MORE ASSISTANCE TO NONOFFENDING CAREGIVERS SO FAMILIES CAN HEAL & GROW STRONGER TOGETHER

SAFESPOT WILL OFFER MORE SUPPORT SERVICES TO HELP CAREGIVERS ADDRESS THEIR OWN TRAUMA WHILE PRIORITIZING THEIR CHILD'S SAFETY AND LONG-TERM WELL-BEING BY:

- + HIRING AN ADDITIONAL, BILINGUAL FAMILY ADVOCATE
- + STAYING WITH CAREGIVERS LONGER TO ENCOURAGE FOLLOW-ON CARE AND ADDRESS ADDITIONAL NEEDS
- + PRIORITIZING MENTAL HEALTH FOR CAREGIVERS BY IDENTIFYING NEW COMMUNITY PARTNERS
- + OFFERING CAREGIVER SUPPORT GROUPS



#### 3 DOUBLE THE NUMBER OF CHILDREN RECEIVING NO-COST TRAUMA-FOCUSED THERAPY

SAFESPOT WILL EXPAND OUR MENTAL HEALTH PROGRAM TO PROVIDE 2X'S AS MANY CHILDREN WITH TRAUMA-FOCUSED THERAPY TO FACILITATE LONG-TERM HEALING THROUGH:

- + HIRING AN ADDITIONAL, BILINGUAL THERAPIST
- + PARTNERING WITH THE COMMUNITY SERVICES BOARD & OTHER COMMUNITY-BASED THERAPISTS
- + BUILDING EXPERTISE IN NEW, EVIDENCE-BASED THERAPEUTIC APPROACHES
- + INCREASING INTERNAL LANGUAGE CAPACITY TO PROVIDE THERAPY IN THE CHILD AND CAREGIVERS PREFERRED LANGUAGE



#### 4 DEVELOP AN AGENCY EVALUATION SYSTEM TO EFFECTIVELY MONITOR PROGRAMS AND CLIENT IMPACT

SAFESPOT WILL ENHANCE PROGRAM AND CLIENT SATISFACTION METRICS AND IMPLEMENT A BALANCE SCORECARD APPROACH TO OVERALL AGENCY EVALUATION TO:

- + SECURE RE-ACCREDITATION WITH THE NATIONAL CHILDREN'S ALLIANCE IN 2023
- + SOLICIT GREATER FEEDBACK FROM CHILDREN AND CAREGIVERS
- + ASSESS SERVICE DELIVERY AND CLIENT SATISFACTION WITH COMMUNITY PARTNERS
- + MONITOR EFFECTIVENESS OF NEW PROGRAMS AND SERVICES
- + MONITOR OVERALL AGENCY HEALTH AND SUSTAINABILITY



#### 5 GROW FINANCIAL SUSTAINABILITY BY DIVERSIFYING ANNUAL FUNDRAISING RESULTS AND MEANINGFULLY ENGAGING DONORS

SAFESPOT WILL FOCUS ON INCREASING PRIVATE PHILANTHROPIC INVESTMENTS TO FURTHER DIVERSIFY OUR FUNDING MODEL AND ENSURE SUSTAINABILITY; SPECIFICALLY, WE WILL:

- + GROW PRIVATE REVENUE BY 25% ANNUALLY
- + INTRODUCE OPPORTUNITIES FOR DONORS TO MAKE MULTI-YEAR AND RECURRING DONATIONS
- + INTRODUCE A PLANNED GIVING SOCIETY FOR LIFETIME GIFTS
- + DEVELOP OPPORTUNITIES FOR DONORS TO ENGAGE WITH SAFESPOT AND UNDERSTAND THE IMPACT OF THEIR SUPPORT
- + BUILD BRAND AWARENESS AND ENGAGE THE COMMUNITY IN CELEBRATING SAFESPOT'S 10 YEAR ANNIVERSARY IN 2023

