

Strategic Plan 2022-2025



Programming



GOAL 1

Charlie's House will become a premier provider of child safety programming for parents, caregivers, and children in our region by 2026.

OBJECTIVES

a) Current Core Programming: Charlie's House will sustain and enhance its core programming quality to improve market reach and market penetration, increasing data collection and evaluation capacity to ensure program quality regarding professional content and client satisfaction. (This focus will constitute about 80 percent of Charlie's House's program-related development activity.)

b) Innovative new programming: Charlie's House will identify and assess opportunities for new programming to develop the most innovative and promising of these opportunities. (This focus will constitute about 20 percent of Charlie's House's program-related development activity.)

Fiscal Stability



GOAL 2

Charlie's House will ensure long-term sustained quality, continuity, and growth for the organization through a balanced mix of diverse, broad, and sustainable revenue streams. Total revenues will be increased by thirty percent (30%) per year in 2023, 2024, and 2025.

OBJECTIVES

a) Charlie's House will develop and maintain reserve funds (inclusive of both mission enhancement/opportunity funding and organizational sustainability) adequate to ensure, by 2024, a reserve fund equivalent to fifty percent (50%) of the annual operating budget.

b) Charlie's House will develop and maintain a sustainable staffing and volunteer portfolio adequate to sustain full operations of all Charlie's House programs and operations.

Organizational Recognition



GOAL 3

Charlie's House will sustain a high level of brand visibility and a well-made positive reputation with beneficiaries and funders, and Charlie's House will be recognized for its advanced expertise, management, and accountability as compared to industry peers.

OBJECTIVES

a) We will show that all we do is necessary, and we will be able to prove that Charlie's House performs as promised to add value to its community and beyond.

Charlie's House Programs

- **THE SAFETY DEMONSTRATION HOUSE**

Resembles a typical residential home. Each room or area features an exhibit emphasizing safety displays applicable to it. The house also includes a dedicated safety resource center, which provides a centralized repository of educational materials and safety supplies.

- **THE PHYSICIANS ALLIANCE PROGRAM**

A network of healthcare professionals aligned with Charlie's House to provide awareness of injury and accident prevention in the home. Helps facilitate services that provide medical offices of health care professionals support in the form of education, safety supplies, and tip-over straps.

- **THE HOME VISITING SAFETY INITIATIVE**

Charlie's House collaborates with entities within school districts, including Parents as Teachers, First Steps, and Head Start programs to provide a resource for the families served. Often caseworkers who visit families in their homes see potential hazards and risks. Charlie's House provides these groups a resource for their families to learn how to make a home safe.

- **THE NEW PARENTS SAFETY INITIATIVE**

Provides resources to parents to help make their homes safe for newborn to eight-month-old children. The Charlie's House program augments other health system and community center programs.

- **THE SAFE NOW - SAFE LATER**

The program works with community partners to evaluate the actual temporary housing units to determine what safety needs and devices are needed to prevent injuries and accidents to children. Also supports the families as they transition back to permanent housing.

- **THE COMMUNITY ALLIANCE PROGRAM**

A network of community organizations that provide support and services to a broad demographic of the Kansas City metropolitan area.





Organizational Background

On November 1, 2007, Charlie Horn, a 2-year-old Kansas City boy, was killed when a 30" dresser he attempted to climb fell on him. Brett and Jenny Horn, Charlie's parents, turned their tragedy into a mission to educate others. The Horns began a movement to reduce in-home accidents through increased public awareness and education.

Following a decade-plus of hard work and determination, the construction of the nation's first safety demonstration house dedicated to child safety was completed in 2020.

Values

- Be **advocates** for the safety of children
- Provide **relevant** programming
- Be recognized as a **valued** resource for the community
- Strive for diverse and **sustainable** funding sources
- Provide subject matter **expertise** in partnership with community stakeholders

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Mission Statement

To prevent accidents and injuries to children in and around the home.

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