



Jewish Family Services
of silicon valley

Strategic Plan

Rev. 2/16/2017

Jewish Family Services of Silicon Valley

Our Vision:

Jewish Family Services of Silicon Valley and the Board are committed to continual growth to ensure that children, adults and families in our community have access to affordable and meaningful professional services. Everyone is treated with dignity and respect.

JFS provides a broad range of social services to help people thrive. The agency's programs are available without regard to race, religion, ethnicity, sexual orientation or ability to pay.

Our Mission:

Jewish Family Services of Silicon Valley empowers individuals and families facing life's challenges by providing quality human services inspired by Jewish values.

Our Values:

JFS Board and staff are committed to the following core values:

- Jewish traditions of social responsibility, compassion and respect for all members of the community
- Social work ethics of responsive, caring and skilled professional service governed by best practices in the field
- Collaboration with supporters, volunteers and community agencies
- Continuously striving to be a valued resource in our community and responsive to the changing needs of the people served
- Fiscally responsible management

Our Goals and Objectives:

1. Educate our community about Jewish Family Services

- A. Expand the visibility and public knowledge of JFS through a variety of marketing programs.
- B. Provide useful and timely information to our stakeholders about JFS.
- C. Increase the number of households in the JFS service region receiving JFS communications.

2. Increase financial support for Jewish Family Services

- A. Expand existing donor development programs and create new ones.
- B. Identify and secure funds from corporations, foundations and government agencies through grants and contracts.
- C. Conduct successful fundraising events that reach a broad range of perspective donors.

3. Develop and implement a program mix that fulfills the Jewish Family Services mission and is consistent with our values

- A. Provide safety net, counseling and other relevant services to individuals and families facing personal difficulties and adverse economic conditions.
- B. Develop programs and services for young adults, youth and children.
- C. Provide and expand our “Aging with Dignity” programs and services for an aging population.
- D. Provide a range of services for refugees.

E. Continue to grow the JFS volunteer community and opportunities.

4. Provide appropriate support and infrastructure for Jewish Family Services

- A. Strengthen the Board through recruitment, training and development.
- B. Ensure that there is adequate financial and other support available to meet JFS commitments, staffing and resource needs.
- C. Develop and implement a Succession Plan to ensure the organization and its programs continue to be appropriately staffed.