

# Mission, Vision Values, and Guiding Principles

## Working Draft with POC Input Added

The following represents POC feedback from review of OFCY’s Vision, Mission, Values and the conversation on new Guiding Principles.

Now that you’ve had a chance to reflect on POC 1/21/21 planning session, please take a moment to go over the worksheet below by:

- Reviewing the themes and ideas collected; and,
- Sharing additional thoughts, ideas and comments.

The options shared below reflect the comments of the POC at your recent meeting. These are to support your thinking but it is up to the POC as to what is incorporated in final changes. We will be using this information to continue our planning at the next POC meeting.

### Current Vision

*“All children and youth in Oakland will thrive and lead safe, healthy, and productive lives.”*

### Key Input from OFCY 1/21/21 meeting

- Needs to be bigger, more aspirational, and more inspirational.
- It doesn’t address the conditions for Oakland BIPOC youth. How are we creating the conditions so that youth feel loved, supported, and held by the community?
- How to incorporate a feeling of abundance for all children in an equity stand point?
- Need to state that young people need emotional physical, political, physical safety. All young people feel loved

**What are your additional Vision thoughts, ideas or impressions?** *Please provide your additional thoughts, ideas and comments as they related to the input above. Feel free to look over the attached examples of vision statements (at the end of the document) as a reminder.*

## Current Mission

*“OFCY provides strategic funding to support Oakland's children and youth from birth to 21 years of age to become healthy, happy, educated, engaged, powerful, and loved community members.”*

### Some Emerging Mission Options Suggested at OFCY 1/21/21 meeting

- OFCY funds effective programs that support Oakland’s youth and children to be empowered, successful and achieve their dreams
- OFCY provides community-driven funding to heal trauma, advance equity, and elevate opportunity for Oakland's children and youth from birth to age 21
- OFCY provides youth-driven solutions to reduce social, economic, and racial disparities and help Oakland children and youth attain the pinnacle of their potential

**What are your additional Mission thoughts, ideas or impressions?** *Please provide your additional thoughts, ideas and comments as they related to the input above. Feel free to reference the attached example of mission statements.*

## Current Core Values

**Social and Economic Equity-** All children and youth have a fundamental right for a safe and healthy life and a quality education. We value the vigorous promotion of equality, justice, and accountability, and the concerted application of our resources towards youth with the greatest need.

**Child and Youth Development-** We support efforts to promote the social, emotional, physical, cognitive, and spiritual development of children and to instill individual and community pride and leadership.

**Community and Collaboration-** We embrace the idea that by pooling our resources and working together, we can accomplish great things. We support strengthening families within our communities to make our children and our city strong. Strong communities can provide stability in a time of change in the lives of children and youth and help them grow into loving and powerful adults.

## Guiding Principles

### Emerging Options Building on 1/21 POC Discussion)

- We promote racial equity for children and youth. We center BIPOC voices and narratives
- We practice cultural humility and believe it is of the utmost importance in the work of OFCY
- Community and Collaboration, is this a value or a guiding principle?

**What are your additional ideas and thoughts on Guiding Principles?** *Please provide your additional thoughts and ideas for guiding principles. These can be directly linked to above values or can stand on their own. Feel free to reference the attached examples of guiding principles.*

## Appendix: EXAMPLES OF MISSION, VISION, VALUES, GUIDING PRINCIPLES

### Example: San Francisco Department of Children, Youth, and Their Families

**Mission:** With a deep commitment to advancing equity and healing trauma, we bring together government agencies, schools, and community-based organizations to strengthen our communities to lead full lives of opportunity and happiness. Together, we make San Francisco a great place to grow up.

**Vision:** DCYF envisions a strong San Francisco where all children and youth are supported by nurturing families and communities; all children and youth are physically and emotionally healthy; all children and youth are ready to learn and succeed in school; and all youth are ready for college, work and productive adulthood.

#### **Guiding Principles:**

- **Strategic Funding:** We promote practice- and research-informed programs, seed innovation and seek to address inequities in access and opportunity.
- **Quality Services:** We provide leadership in developing high quality programs and strong community-based organizations in the interest of promoting positive outcomes.
- **Engagement with San Francisco's Communities:** We prioritize children, youth, transitional age youth and families' voices in setting funding priorities and will build our knowledge of and presence in neighborhoods across San Francisco.
- **Collaborative Partnerships:** We commit to working with city stakeholders to help set funding priorities, practices and policies that are based on an equity framework.

### Example: Baltimore Children and Youth Fund (Baltimore, Maryland)

#### **Values with Related Guiding Principles**

- **Racial Equity:** The entire grant review process must be built on racial equity. We should clearly identify and directly address how society's power structures show up in the operation of the Proposal Review Panel, including how assumptions about race may figure into the decision-making process. Specifically, white people should not dominate or drive the conversation. Additionally, the evaluation of different programs should include a basic understanding and appreciation of the cultural resources and assets within each community.
- **Intergenerational Leadership:** In the West we often greet each other by saying, "How are you doing?" The Maasai people of East Africa greet each other by asking, "How are the children?" This greeting represents the idea that the well-being of the children defines the well-being of the community. The purpose of the Fund is to help the whole city of Baltimore to embrace and live out the worldview embodied in this Maasai greeting. Specifically, the well-being of our children is everyone's responsibility. The Proposal Review Panel must include youth leaders along with adults. Having different generations work together will reflect how our entire community must work together to improve the quality of life for our young people.
- **Community Ownership:** The purpose of the Fund is to provide the communities typically seen as merely recipients of services with equal, authentic decision-making power to disperse the Fund's resources. This means that the members of the Proposal Review Panel should

reflect the totality of our community. Specifically, the Proposal Review Panel must include a variety of people who are highly committed to the communities they serve.

- **Collective Decision-Making:** “Gatekeeping,” when one person has too much power in a decision-making process, marginalizes the people and communities who are most hurt by structural racism. Gatekeepers can use their power to circumvent community accountability and limit access to power and resources. Therefore, the Proposal Review Panel must structure its decision-making process to be collective, not individual. Specifically, the Proposal Review Panel will work together truly as a group to make decisions.

### **Example: The Children’s Trust (Miami, Florida)**

**Mission:** Our mission is to partner with the community to plan, advocate for and fund strategic investments that improve the lives of all children and families in Miami-Dade County.

**Vision:** We envision a community that works together to provide the essential foundations to enable every child to achieve their full potential... Because All Children Are Our Children.

### **Example: St Louis County Children Services Fund (St. Louis, Missouri)**

**Mission:** To improve the lives of children, youth, and families in St. Louis County by strategically investing in the creation and maintenance of an integrated system of care that delivers effective and quality mental health and substance abuse services.

### **Values (some with Guiding Principles?)**

**Keeping Kids First.** The needs of our children and youth are our highest priority; they are our future.

**Accountability.** We invest wisely and responsibly to earn and sustain the public’s trust, and to ensure the best return on investment.

**Integrity.** We act with respect, honesty, and transparency to build true partnerships that will create change.

**Discipline.** We are intentional, focused, and systematic in our efforts to create an integrated system of care.

**Agility.** We are flexible and responsive in order to meet the changing needs of our community.

**Excellence.** We strive for positive outcomes, continuous quality improvement, and fact-based decision-making.