Strategic Plan Snapshot
2026-2031



Our Vision & Mission

Vision: A nurturing community where families and young children thrive.

Mission: We are committed to partnering with, advocating for, and investing in our community for the development and well-being of every young child and family.

Our Roles

Partner
We intentionally bring people together, work collaboratively across sectors, and cultivate strong relationships to align efforts and improve community outcomes. Through meaningful partnership, we strengthen collective impact and shared accountability.

Advocate
We elevate the voices and needs of families with young children in every setting, ensuring they are visible, valued, and prioritized across policies, programs, and diverse community agendas.

Investor
We strategically invest in and contract for innovative, data-informed, and community-driven initiatives. By leveraging local, state, federal, and philanthropic resources, we respond to emerging needs and advance solutions when First 5 Shasta is uniquely positioned to do so.

Our Strategic Focus Areas

Maternal, Child & Family Health
Promote healthy beginnings and ongoing developmental support through prevention, early identification, and access to quality health and mental health services.

Thriving Families
Strengthen family resilience by supporting basic needs, reducing stressors, fostering community connection, and expanding access to parenting education and resources.

Early Learning
Expand access to high-quality early learning and child care, support parents as children's first teachers, and promote school readiness and early literacy.

Indicators of Progress

Our ultimate goal is to improve health, well-being, and learning for young children and their families. Examples include, but are not limited to these community indicators of progress:

Maternal, Child & Family Health
- Number of children 0-5 who received a standardized developmental screening
- Infant mortality rates
- Mothers receiving prenatal care
- Postpartum depression

Thriving Families
- Families living in poverty
- Substantiated child abuse rates (0-5 population)
- Adverse Childhood Experiences (ACEs) reports in teens/youth

Early Learning
- Number of licensed early care sites and childcare availability
- Third grade literacy levels

Our Goals & Priority Strategies

Maternal, Child & Family Health

All children and families experience healthy beginnings and continuous developmental support.

- **Prenatal, Postnatal, and Child Wellness**
- **Early Screening & Developmental Supports**

Thriving Families

All families have the knowledge, confidence, and resources to nurture their children's growth and development.

- **Safety & Basic Needs for Families**
- **Family Resilience & Parent Education**
- **Community Connection & Belonging**

Early Learning

All children have equitable access to early learning opportunities that prepare them for success in school and beyond.

- **Early Literacy & Home Learning**
- **Quality Early Learning & Child Care Availability**
- **Kindergarten Readiness**

For a deeper look, scan the QR code to access our full Strategic Plan and see how each strategic goal is translated into meaningful action throughout our organization.

Contact us

Stay Connected!

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FIRST5 SHASTA