



VISION

All children grow up safe, nurtured, and free from abuse.

MISSION

To lead and coordinate a child-focused, community-wide response to prevent abuse, protect children, and heal families.

VALUES



Compassion.

We engage in active listening, withhold judgment, and practice empathy in all of our interactions.



Collaboration.

We work together with our partners, our clients and their families, and each other to leverage collective knowledge, abilities, and resources to make positive change.



Commitment

We provide high quality services and experiences even when faced with challenges, setbacks, and failures.



DeeNortonCenter.org

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ABOUT DEE NORTON

The Dee Norton Child Advocacy Center (Dee Norton) is a safe, child-friendly place to turn to when there is a concern about abuse. Conversations in our community that began nearly 40 years ago around gaps in services available to child victims have over time resulted in our full-spectrum approach ensuring that every single person has the resources they need to help every single child. Because our children give us everything, we believe they deserve everything in return.

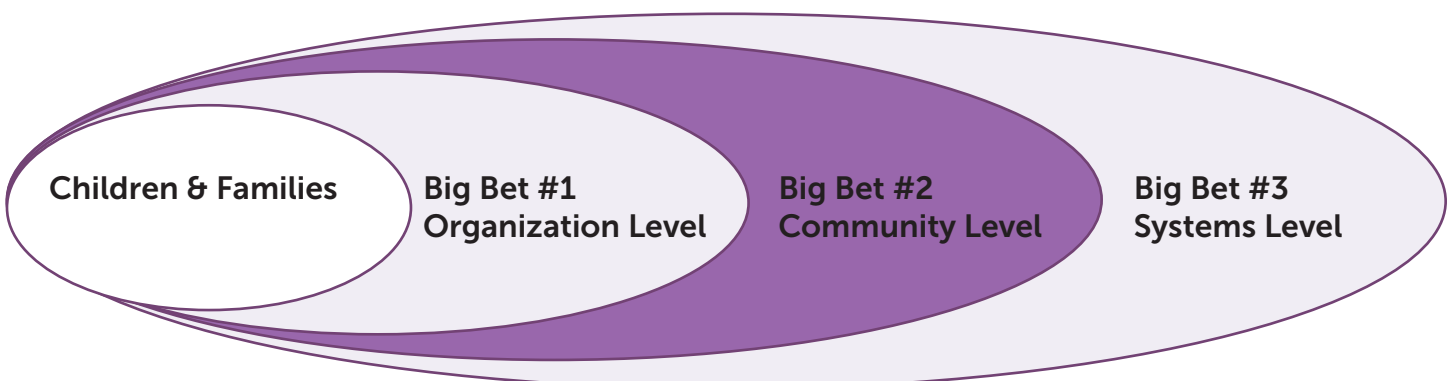
Since 1989 we have operated as a Children’s Advocacy Center (CAC). CACs are a national model for the multidisciplinary, collaborative response when there is a concern for abuse. CACs bring together social services, law enforcement, prosecutors, and medical and mental health professionals to provide a coordinated, comprehensive response for victims and their caregivers. As an Accredited CAC by the National Children’s Alliance, Dee Norton has demonstrated adherence to standards designed to improve the community’s response to allegations of child abuse.

ABOUT THIS STRATEGIC PLAN

Leadership and staff from Dee Norton desired a strategic planning process that was thoughtful, forward looking, and outlined a clear vision for the organization’s future. In fall 2023, the 1000 Feathers consulting firm was engaged to facilitate a comprehensive process that invited a wide variety of stakeholders – staff, board, partners, funders – to speak into the plan.

A strategic planning committee made up of organizational leadership and board members spent a number of months reviewing collected information and reflecting on Dee Norton’s purpose, strategy, and desired results—all of which informed the development of this strategic plan; one that will undoubtedly position us for future success.

The core of Dee Norton’s work will continue to be anchored by our efforts to **Prevent Abuse, Protect Children, and Heal Families**. At the same time, we recognize that our ability to have a greater impact as an organization means that we need to broaden our approach to better address the complex relationships between individuals and families, the organizations that serve them, and the larger community and system-level factors that are impacting children’s ability to grow up safe, nurtured, and free from abuse. For this reason, the Big Bets and Key Strategies included in our new strategic plan reflect an important expansion of our work and line of sight—**centered on children and families but extended to the organizational, community, and systems levels**.



BIG BETS & KEY STRATEGIES

Our Big Bets are the places that we as an organization have decided to fully invest our time, talents, and treasures to operate at our highest level of impact and contribution. The Key Strategies that follow are the means by which we will implement our Big Bets over time and are naturally organized into three cross-cutting categories: **a deeper investment in our organizational culture, engagement efforts, and overall communication.**

1 Lead a Cultural Renaissance

We will embrace an organizational culture that emphasizes inclusion, drives innovation, and meets the ever-changing needs of children and families. By leveraging a diversity of thoughts and ideas we will motivate our team and enhance our overall effectiveness.



1A: Develop an organizational structure and culture that results in a cohesive workforce, more intentionally distributes responsibilities, grows talent, and puts people in positions where they can thrive.



1B: Deepen connections to the people closest to our work—our team, our partners, and our families—by ensuring that we are able and willing to meet people where they are culturally, geographically, and experientially.



1C: Continuously assess, improve, and streamline internal and external communications so that we become more efficient and effective as an organization.

2 Increase Impact Through Education

We will become a dynamic learning hub and a resource for education and prevention efforts on the local, regional, and national level. Our continued learning and dissemination of knowledge will empower staff and partners, engage the broader community, and drive positive change.



2A: Foster an internal learning environment that invests in talent development, builds up thought leadership throughout the organization and the field, and leverages internal expertise.



2B: Intentionally connect our ongoing learning, innovation, and knowledge dissemination to the diverse and evolving needs of our families and our partners.



2C: Build the internal processes and mechanisms needed to support the knowledge exchange activities developed by a dynamic educational hub made up of staff, partners, and families.

3 Focus on Partnerships

We will leverage existing relationships and foster new alliances to strengthen a multidisciplinary system so that every child receives timely and comprehensive support. We will revolutionize our approach to strategic collaboration and partnerships.



3A: Ensure our organizational structure and alignment can effectively support initiatives that extend beyond our organization's walls to focus on holistic well-being and the needs of children and families and those who serve them.



3B: Expand and deepen our network of connected and committed partners by working together on a shared vision, streamlining processes, fortifying their involvement with joint activities, and utilizing their strengths and assets to the fullest potential.



3C: Amplify the brands of Dee Norton and the Multidisciplinary Team (MDT) by encouraging and supporting team members, board members, family members, and other key stakeholders to become brand ambassadors for the organization and champions for the cause.