

Building for the future

MISSION

Empowering children and families to achieve a healthy, optimal and independent lifestyle.

VISION

To be the leader in helping children and families succeed.

VALUES

We believe in: accountability, earliest intervention, safest environment, teamwork, integrity, professional development and doing what we say.

868 North Manassas Street
Memphis, Tennessee 38107
www.porterleath.org



A United Way of the Mid-South partner agency / accredited by the Council on Accreditation (COA) and the National Association for the Education of Young Children (NAEYC)



COURTESY • INTEGRITY • ACHIEVEMENT

OUR FOCUS AREAS

Preschool promotes school readiness for children.

Connections provides a safe, nurturing environment for at-risk children.

Cornerstone increases healthy birth outcomes and trains parents.

CareerPlace empowers families to achieve financial independence.

Generations gives seniors the opportunity to reinvest in the lives of future generations.

Spoonfuls provides children hot, healthy USDA meals each weekday.

Building Programs

Goal Statement	Porter-Leath will expand programs and outcomes framework to ensure optimal service delivery.
Goal Leaders	Vice President, Early Childhood Services Vice President, Social Services
Culture Pledge	Staff will provide quality services while exhibiting behavior indicative of Porter-Leath's culture which is aligned with the Agency's values.
Board Pledge	Board will ensure each program has the necessary resources to enhance and deliver quality services.
Objectives	<ol style="list-style-type: none"> 1. Develop and cultivate theory of change to better inform the community of Porter-Leath's impact by sharing success stories. 2. Develop a comprehensive plan to cultivate strong relationships by engaging stakeholders (participants, staff and community) to increase accountability and partnerships. 3. Analyze opportunities for program expansion and/or enhancements that are strategically aligned with Porter-Leath's mission. Identify ways to allocate resources, i.e., people, funds. 4. Ensure programs have the necessary tools to accurately input, track and document outcomes to demonstrate program effectiveness. 5. Assess current software and hardware components to increase program effectiveness and productivity.



Benchmarks for Success

- A compilation of Porter-Leath success stories to engage stakeholders.
- Valid and reliable data to measure program effectiveness and demonstrate program success.
- Expansion and/or enhancement of current programs with long-term sustainability.

Building External Resources

Goal Statement	Porter-Leath will continue to fully fund its mission by expanding and monetizing positive public awareness of its mission, services and outcomes.
Goal Leader	Executive Vice President, Development & New Business
Culture Pledge	Staff will understand the significance of linking agency to external resources and exhibit eagerness to make a personal investment.
Board Pledge	The board will provide resources to extend the reach of Porter-Leath's mission by networking with existing circles of influence, building new relationships and securing new donors.
Objectives	<ol style="list-style-type: none"> 1. Build Porter-Leath's brand deployment by maintaining a strong community presence. 2. Nurture new relationships that will expand Porter-Leath with the resources for sustained growth. 3. Attract new donors by bridging Porter-Leath's successful outcome metrics to community awareness and relationship building. 4. Explore methods to grow Porter-Leath services and brand awareness by embracing established and unconventional outlets.



Benchmarks for Success

- Porter-Leath is top of mind with the majority of the Memphis community.
- Leveraged relationships generated additional streams of support.
- Revenue streams diversified and multiplied as a result of heightened awareness of Porter-Leath's effectiveness.

Building Human Resources

Goal Statement	Porter-Leath will ensure employees are provided resources that sustain and promote the agency's culture.
Goal Leader	Director, Human Resources
Culture Pledge	Resources will be established to ensure the culture, mission and values are promoted and maintained.
Board Pledge	Board will approve policies that provide employee growth opportunities while protecting the culture of Porter-Leath.
Objectives	<ol style="list-style-type: none"> 1. Develop and implement a new hire mentoring program that would acclimate employees to Porter-Leath's culture, procedures and processes. 2. Enhance current employee review system to include additional opportunities for performance feedback. 3. Review employee benefit package to ensure benefits provided by Porter-Leath meet and/or exceed industry standards and provide for staff incentives. 4. Develop recruitment plan that attracts potential employees that will embrace the mission, values, and culture of Porter-Leath.



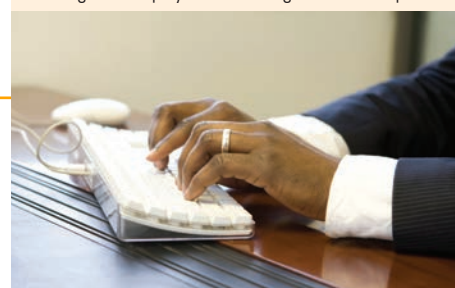
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Benchmarks for Success

- Creation and implementation of employee mentoring program.
- Conduct Porter-Leath culture-based training for employees upon hire and annually thereafter.
- Completion of employee benefits review report.
- Performance review and employee incentives modifications as deemed appropriate.
- Design and deployment of strategic recruitment plan.

Building Infrastructure

Goal Statement	Porter-Leath will assess and develop written plans to ensure facilities and technology meet current and projected needs.
Goal Leaders	Director, Information Technology Director, Maintenance
Culture Pledge	Plans will build and maintain agency infrastructure supporting a positive agency culture.
Board Pledge	Board will review and approve written facilities and technology plan to ensure adequate resources are in place to deploy the plan.
Objectives	<ol style="list-style-type: none"> 1. Assess and develop a written Facilities Plan. 2. Assess and develop a written Technology Plan. 3. Annual Technology Plan includes systems to support training objectives.



Benchmarks for Success

- Initial plans are reviewed and approved by the board.
- Annual updates are reviewed and approved by the board.
- Required technology training objectives are completed by staff in accordance with the plans.

