

Safe Kids Worldwide: Clarity, Capacity, Credibility

2008-2010 Strategic Plan | Executive Summary

SKW Strategic Process Team:

Nancy Baker, Parent; David Bennett, SKW; Gudula Brandmayr, Grosse schuetzen Kleine/ Safe Kids Austria; Jacquie Dukehart, SKW; Martin R. Eichelberger, MD, Founder and Director; Ro Ennis, Safe Kids Nassua County, New York; Herta Feely, SKW Co-Founder; John Formisano, Fed Ex; Diana Goldberg, Chairman, SKW Board; Ces Murphy, SKW; Pat Nichols, SKW Interim President/CEO; Kelly Ransdell, SKW North Carolina State; Luciana O'Reilly, *Criança Segura*/ Safe Kids Brazil; Steve O'Toole, General Motors; Ray Sczudlo, Childrens National Medical Center; Orly Silbinger, Beterem/Safe Kids Israel; Dave Swearingen, Johnson & Johnson; Tareka Wheeler, Safe Kids Austin, Texas; and with significant support from Allyson Hewitt, Securi Jeunes Canada/ Safe Kids Canada, Torine Brooks-Creppy, SKW, Stephanie Fischer, SKW, and Alan Korn, SKW.

The plan, in its entirety, may be downloaded from the following link
<http://www.safekids.org/skwstrategicplan08>



1301 Pennsylvania Avenue NW, Suite 1000
Washington, DC 20004
202.662.0600 • www.safekids.org



The Clarity, Capacity, Credibility Executive Summary conveys SKW 2008-2010 strategic goals and aspirations.

Clarity, Capacity, Credibility Executive Summary

Safe Kids Worldwide (SKW) is committed, with this plan, to systematically enhancing its strategic and operational clarity, its network-wide capacity, and its credibility among global constituencies.

SKW's Vision is to eliminate accidental childhood injury worldwide, and its Mission supports coalitions of community partners dedicated to preventing accidental injury and death to children ages 14 and under. Specifically, SKW empowers families and communities to: educate adults and children; create safe environments; conduct research; and advocate for effective laws. As a target, SKW seeks to decrease the projected accidental injury death rate and/or the injury rate by 25% in the areas we serve over the next ten years.

In January 2007, the SKW Board launched a participatory strategic process designed to capitalize on 20 years of momentum and expansion, and to address challenges to the organization's global future. A team of stakeholders representing the worldwide Network, a parent advocate, sponsors, and the staff and boards of SKW and its parent organization, the Children's National Medical Center (CNMC), defined and deliberated the core issues crucial for effective global outreach. The organization's strategy was framed around three outcomes critical to SKW's future.

Outcome One: SKW's Role in the Global Child Health and Safety Field

SKW will recommit to its roots in public health becoming a global resource for knowledge and expertise related to our mission. Our focus will be learning from members' experiences, and translating research into evidence-based, action-oriented programs. SKW will establish an institute dedicated to building the organizational capacity of member countries through fund raising, advocacy, and program best practices. In collaboration with the Network, SKW will establish both standards and methodology for gauging progress. Advisory Councils of global experts in the child health and safety field and of family members will provide guidance on research, programming and advocacy.

Outcome Two: SKW Organizational Capacity to Save the Lives of Children

SKW will focus on building capacity through a strategy of managed growth and the development of sound business practices. Specifically, SKW will expand in areas and countries where a pre-existing partner organization(s) adds value, infrastructure and/or potential resources to the Network, and represents a strong likelihood of success. SKW will collaborate with its Network to clarify the values and obligations of Network membership. Expansion will be supported through the diversification of funding sources and the resolution of sponsor exclusivity issues. Funding priorities will include the development of sponsorships with unrestricted funding, building an individual major donor program, and seizing government and foundation funding opportunities. SKW will support the transition of Safe Kids USA (SKUSA) to a distinct member country entity.

Outcome Three: SKW Governance and Leadership Structure to Achieve the Global Vision

Critical to SKW's global mission and strategic future will be leaders who are committed to mission, and can contribute to building the worldwide Network. SKW will seek a governing board with global perspective and the authority to make decisions critical to the SKW mission. CNMC and SKW will continue their 20-year partnership; SKW will operate with extensive autonomy in its governance, strategy and operations, and CNMC will hold reserve powers appropriate to protecting the vital interests of a parent organization. The collaboration will expand beyond current shared services (human resources, legal, finance) to include access to CNMC's research library, fund raising, communications, and public policy. The Corporate Advisory Board, and a new Network Advisory Board, comprised of SKW member countries, will provide counsel and expertise to the Board and staff. The SKW CEO will refine and implement the strategic plan.

All three outcomes are supported with a business model that builds on SKW's strengths and relationships, minimizes weaknesses, and aligns products and services with the needs and interests of target audiences. The business model also presents a financial roadmap for leaders, Network members, and staff, as well as strategies to secure the resources needed to effectively implement the plan. A multi-year timeline of organizational activities supports the roadmap and the business model.

