



WAYS TO GET INVOLVED

1. **Participate** in Kickin' it for Kids as a Family or Competitive Team
2. **Follow us** on social media for more stories of impact and helpful resources
3. **Donate** to Accelerate Impact to reach and serve more

INSIDERS' SCOOP

Volume VI | Issue I | Spring 2022

Accelerating Impact:
Our next chapter begins





An exciting new chapter for Beech Acres Parenting Center is about to begin!

Since August, we've been working closely with the board, leaders from across the organization, key staff members, and an outside consultant on what's next for Beech Acres. We've laid out an exciting, intentional, and inspirational new plan for the next three years that will shape the future of Beech Acres Parenting Center for years to come.

This new plan includes an exciting new **mission and vision** for the organization that respects our past but guides us into the future, a new set of **values** that reflects who we are and who we want to be as an organization, and three foundational new **strategic priorities** that will be implemented over the next three years.

The Accelerating Impact chart on the next page outlines the Plan for you. Our leadership team is now developing the key initiatives that will allow us to reach our North Star goal of strengthening our foundation to **reach more, serve more and influence nationally.**

Details will be shared in the coming months, but I am particularly excited about these opportunities that are before us:

- Expansion to a national footprint in The Character Effect™, Parent Connex™ and as a thought leader in our field.

- Founder and leader of the #GreatKidsGreaterCincinnati mental wellness movement.
- Establish a Social Enterprise Lab to explore mission-driven business lines.
- Explore new service lines, including pre-school programs, new products, and publishing opportunities.
- Double down on success with our highly acclaimed evidence-based programs including Foster Care and Adoption, Kinship Care, and Mental Health Services.

For over 170 years Beech Acres Parenting Center has been serving parents, families, and children by adapting to an ever-changing landscape. Meeting parents, families, and children where they are. Helping them discover what's strong with them, not what's wrong with them.

Today, we begin our next century of serving the community. Together - and with your continued support - let's make the world a brighter place for children to grow up.

Laura Mitchell
President & CEO

The new mission is going to have a lasting impact for generations to come. It will truly be a compounding impact with the more adults we equip, the more children impacted. I am excited to see how this will permeate all aspects of the great work done by Beech Acres.

Christine Fisher, Chair, Strategic Planning Committee

I am excited for Beech Acres to grow and serve more adults and children locally and nationally by implementing the strategic plan. As the new mission states, this growth will be realized by equipping adults to meet the needs, and cultivate the strengths, of children.

Sara Cooperrider, Chair, Board of Directors

BOARD OF DIRECTORS

Sara M. Cooperrider
Board Chair

Bob Welch
Vice Chair

Beth A. Silvers
Treasurer

Joanne Formal
Secretary

Elaine Billmire, M.D.
 Christopher F. Bolling, M.D.
 Vicki Marsala Calonge
 Susan J. Cummings
 Jessica A. Dipre
 Christine Fisher
 Justin D. Flamm
 J.R. Foster
 Jenny Franta
 Rogelle A. Hackworth
 Craig Jackson
 Laura Lewin
 Jonathan D. McCann
 Tracy Stillwell
 John Webster
 Soroushe Zandvakili
 The Honorable Marilyn Zayas

PRESIDENT & CEO

Laura Mitchell

BEECH ACRES FOUNDATION BOARD

James E. Russell
Chair

Mindy McLaughlin
Vice Chair

Susan J. Cummings
 Jonathan D. McCann
 Aliya Riddle
 L. Richard Rothhaas



Accelerating Impact: 2022-2025 BAPC Plan

OUR VISION

IMAGINE A WORLD WHERE EVERY CHILD'S NATURAL STRENGTHS ARE NURTURED, SO THEY REALIZE THEIR ENDLESS POTENTIAL.

OUR MISSION

WE COMBINE SCIENCE AND COMPASSION TO DELIVER INNOVATIVE SOLUTIONS THAT EQUIP ADULTS TO MEET CHILDREN'S NEEDS AND CULTIVATE THEIR STRENGTHS.

OUR NORTH STAR

STRENGTHENING THE FOUNDATION OF THE ORGANIZATION TO REACH MORE, SERVE MORE AND INFLUENCE NATIONALLY.

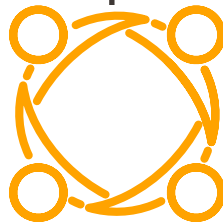
OUR VALUES

- HIGH QUALITY
- DATA INFORMED INNOVATION
- COMPASSIONATE SERVICE
- TRANSFORMATIVE DIVERSITY, EQUITY AND INCLUSION
- COLLABORATIVE TEAM CULTURE

OUR STRATEGIC PRIORITIES



ACHIEVE
HIGH QUALITY
STANDARDS
ACROSS ALL
AREAS



GROW OUR
SERVICES
FOR MAXIMUM
IMPACT IN THE
COMMUNITY



CREATE
GENUINE CHANGE
FOR FAMILIES
AND THE WORLD
WITH **SOCIAL**
ENTERPRISES



Strategic Plan Developed with Your Input

Last fall, we asked YOU, our biggest supporters and advocates, for your input on the concerns and

needs of the community and how Beech Acres could grow its impact. The responses we received were informative as we moved through the strategic planning process to create our road map for the next three years. Thank you for participating and providing this valuable feedback!

The key results of the survey included:

Top 3 Pressing Concerns for Parents

- Finding effective solutions to behavioral issues
- Their own mental health
- Mental health effects of the pandemic on their children

How the new Plan addresses the concerns of parents:

- Our parent coaching program, Parent ConnexTM, is looking to expand both geographically and in service delivery options beyond the pediatric office.

Top 3 Pressing Needs of Children

- Social-emotional wellbeing
- Excessive screen time
- Bullying/cyberbullying

How the new Plan addresses the pressing needs of children:

- Our social-emotional program, The Character EffectTM, is expanding nationally.

Programs that make the biggest impact

- Foster care and adoption
- Beyond the ClassroomTM
- Parent ConnexTM

How the new Plan addresses the programs that make the biggest impact:

- All three of these programs (in addition to The Character EffectTM) will continue to be a critical component of the services and care we offer in our region, with growth expected in Foster Care and Parent ConnexTM.

Perception of Beech Acres in our Community

- 69% Positive and credible; resource and leader
- 25% Lack of awareness about BAPC; confusing identity

How the new Plan addresses Beech Acres perception in our community:

- We will strengthen current partnerships and identify opportunities for new connections to better serve the needs of children and parents in our region and increase our footprint and impact as a thought leader both locally and nationally.

DONOR SPOTLIGHT YOUR Support Launches the New Plan!

**Jim Mason
Champion
For
Children
Fund**

Thanks to you and the other 139 cash donors to the Jim Mason Champion for Children Fund, Beech Acres Parenting Center will get a head start on the strategic priorities that will drive our work over the next three years.

While there will be additional fundraising required to support all of the initiatives, the Champion for Children Fund was designed to support the new vision of the next CEO, and that is exactly what will happen now. "I am so excited to build on the visionary work of Jim Mason. This plan and the amazing \$242,612 raised in cash donations allows us to move forward immediately on several of our new priorities, including our national expansion work and local growth. My sincere thanks to all of you who made your commitment to our future last year."

Laura Mitchell

Register Now!



**Saturday
April 23**

Join us for
**Kickin' it for Kids
Soccer Golf
Tournament**
Reeve's Golf Course
9am-5pm

**Benefiting
Beech Acres
Foster Care**

- Family Fun Activities
- Family and Competitive Teams

To register your team go to beechacres.org/attend-an-event

Questions contact Donial Curry 513.233.4826

PRESENTING SPONSOR

