




STRATEGY 2030

Empowering God-Given Potential



Over the next 5 years, we will go deeper in our impact with children by strengthening our foundations, delivering what we promise to children, donors, and staff, and impacting more children with the gospel and transformational programs. By 2030, we want to be delivering proven, redemptive impact on vulnerable children through a mature and replicable model that is serving 20% more children.

WHO WE ARE



Family Legacy is a redemptive child development organization, fiercely committed to glorifying God by empowering vulnerable children to live out their God-given potential. Today, we partner with thousands of vulnerable children living in urban Lusaka, Zambia. Our holistic interventions are designed to patiently improve each child's ability to overcome vulnerability and glorify their Creator through enriched knowledge, skills, character, and well-being. We deliver our four-pillar model of care – spiritual, intellectual, physical, and emotional – through our network of local Christian schools and a short-term residential care village, complemented by other targeted interventions to create momentum for children to thrive. For us, success is each child moving closer to living in right relationship with God, self, and others. Practically, this means children growing into young adults with improved capacity to navigate their world, solve their own problems, and provide for themselves and their families.

To more fully understand who we are and how we work, please engage with our [Faith Statement](#) and [Philosophy of Ministry](#).

HOW WE DEFINE SUCCESS

Our team formed Strategy 2030 with the end in mind. We believe our work succeeds if it supports every child in living out the following:



Spiritual “Success”

A child has the opportunity to understand the gospel and the Bible's key narratives, have a personal relationship with Jesus Christ, commit to walking in increasing spiritual maturity, and disciple others.



Intellectual “Success”

A child is equipped with the knowledge, skills, and wisdom to earn a livelihood whose fruit provides for their own needs and contributes to those of their family and community.



Physical “Success”

A child understands how to steward their body towards improved health within the context given to them, advocate for and manage their own care needs, and honor and help the needs of others.



Emotional “Success”

A child is equipped to thrive in healthy, God-honoring relationships with themselves and others, enabled by self-awareness, healing from trauma, and mature social and relational skills.

STRATEGY 2030 FRAMEWORK

Anchored to our Philosophy of Ministry, Strategy 2030 was designed with redemptive child development at the center. The specific values, capabilities, and behavioral outcomes that we desire for the children in our programs served as a paramount filter in our decision-making, as did a frank assessment of our current challenges and opportunities. We are in many ways doubling-down on much of the good work our teams are already doing. We are also prioritizing change where it's needed and committing to more properly fueling our teams - with resources, data, and clear mandates - to meet our high expectations.

Ultimately, the specific goals we commit to in Strategy 2030 preserve our unchanging identity and focus our efforts on the work we believe will be the most essential over the next 5 years, given both our present realities and future ambitions.



STRATEGY DEVELOPMENT PROCESS

Strategy 2030 represents the voices of our children, staff, and supporters. Throughout the majority of 2025, a core team of leaders shaped the development of this 5-year direction, incorporating feedback from more than 160 people in our community and leveraging our relevant subject matter experts.

Below is the process by which Strategy 2030 was formed.

JANUARY-FEBRUARY 2025

FOUNDATIONS OF STRATEGY 2030

Understanding our starting point, opportunities and threats, and soliciting direct input from focus groups of students, families, staff, and supporters.

MARCH-APRIL 2025

WHERE WE WANT TO GO

Specifying our target child outcomes and articulating our overall Objectives and Sub-Objectives by 2030.

MAY-OCTOBER 2025

HOW WE'LL GET THERE

Defining how to achieve our 5-year ambitions and laying the foundations for launching Strategy 2030 in our processes and budgets.

NOVEMBER 2025

APPROVAL BY BOARD OF DIRECTORS

5-YEAR OBJECTIVES

WHERE WE'RE FOCUSING IN 2026-2030

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OBJECTIVE #1: PROVEN IMPACT

Holistic development interventions that work for vulnerable children.

Sub-Objectives by 2030:

- Consistent Biblical worldview and spiritual practices among both children and staff that reflect abiding in Christ.
- Child readiness for and exposure to opportunities to make dignified contributions to society.
- Fit-for-purpose residential care model at the Tree of Life for shorter, higher vulnerability, and younger admissions.
- Data-informed, contextualized programs that are rooted in global best practice.
- Proactive and responsive physical care accessible to every child for improved health outcomes and self-management.
- Pioneer of excellence in integrated emotional care for vulnerable children.
- Rigorous child monitoring and safeguarding.
- Strengthened parent and guardian involvement in child development.

OBJECTIVE #2: ACTIVATED TEAMS

Moving forward on mission, together.

Sub-Objectives by 2030:

- Maintenance and maximization of our physical assets, enabling differentiated, sustainable, and safe impact.
- Excellent HR administration & service for our teams.
- Thriving & unified workforce.
- Honoring & fit-for-purpose employee lifecycle.

OBJECTIVE #3: GENERATIVE ENTERPRISE

Renewing & sustaining through Biblical stewardship.

Sub-Objectives by 2030:

- Monitored & dynamic strategy for lasting impact on children.
- Long-term debt eliminated.
- Routine, data-informed financial decisions.
- Organizational cohesion, protection, & portfolio maximization.

OBJECTIVE #4: TRANSFORMATIVE ENGAGEMENT

Cultivating donors into advocates who know God more fully.

Sub-Objectives by 2030:

- Strengthened & diversified revenue to fuel long-term impact.
- Transformative constituent experiences & engagement that create advocates for children.
- Elevated brand identity, potency, & reach to drive engagement & trust with Family Legacy supporters.

HOW WE'RE MOVING FORWARD

To enable the execution of Strategy 2030, we are stepping into 2026 equipped with goal prioritization, additional layers of operational planning, and the groundwork for processes to regularly review, refresh, and fund our progress. In the opening 2-3 years of Strategy 2030, we anticipate focusing heavily on fortifying the capacity needed to execute our big ambitions, prioritizing initiatives that strengthen our financial position, address essential needs and opportunities, and keep our teams focused on what matters most. The final 2-3 years of this Strategy should reflect our early momentum and allow us to accelerate our impact on children and communities.

MEASURABLE TARGETS WE'RE AIMING FOR

To ensure we continue charging after our commitments and register the signals for when we need to adapt, we will hold ourselves accountable to measurable targets throughout the next 5 years. Leveraging a robust measurement system to monitor our strategic indicators will represent a new level of sophistication for our team, so we are committed to progressively building out our capacity to more rigorously measure and elevate insights.

We have defined a suite of more than 130 indicators spanning each of Strategy 2030's layers of planning that will enable our teams to quantify our progress, identify where to intervene, and celebrate impact.

Here is a sample of the indicators that we'll use to track our deepening impact in the lives of children:

Strong Biblical Literacy And Consistent, Maturing Spiritual Fruit



Engaged In Dignified, Sustainable Livelihood Activities After Our Programs



Improving Physical And Emotional Well-being



More Regular And Intentional Involvement From Children's Parents And Guardians





WORD OF THANKS

Ultimately, our effort to both plan and act over the next 5 years would be in vain without our Author, Jesus Christ. We are part of God's larger story, the story in between creation, fall, and final restoration. Though He does not need us, God invites and equips us to participate in His reconciliation story, and we remain thoroughly grateful for the call He has entrusted us with - to serve vulnerable children and, in doing so, be a part of unfolding His kingdom on earth as it is in heaven. God has faithfully inspired, guided, and provided throughout this process, and we remain hopeful for how He will continue to work and surprise us over these next 5 years.

A hearty word of thanks to our entire team, both in Zambia and the U.S., for their dedication to our mission and contributions to Strategy 2030. Our direction is richer for their input, and the work to come will be in faithful, capable hands. More than 160 people from our community directly shaped this Strategy, including thoughtful staff from each of our teams.

Finally, we are grateful to the community of people who have said "yes" to championing Zambia's children alongside our team. Thank you to our sponsors, donors, and supporters for providing prayer, passion, and resources to fuel our work and ensure our impact is redemptive and sustainable. We are especially thankful for our 2025 Board of Directors, who faithfully advised and refined this plan throughout its stages. The 2025 Board of Directors included Will Britt, Billy Diehl, Tom Field, Trey Henderson, Lucia Kim, Tom Mason, John Orr, Cheryl Shields, and Chris Willis.



WANT TO SAY "YES" WITH US?
familylegacy.com

