



# FRIENDS OF ZAYNE ADAMS - STRATEGIC PLAN

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Table of Contents

Introduction

Vision

Mission

Values

Overview

Goals

Financial Projections

Contact Information

# FRIENDS OF ZAYNE ADAMS - STRATEGIC PLAN

FOZA Inc was incorporated in 2021, three years after grieving through a family tragedy, the founder of FOZA was convinced that other families should not be isolated with the various challenges of raising a child left behind due to suicide from postpartum depression or similar mental illnesses. FOZA is also an advocate of mothers who may currently be experiencing postpartum depression.

Our vision is three-fold:

1. To support the children who are left behind due to suicide:

A 2020 study published in the *American Journal of Obstetrics and Gynecology* examining maternal death 12 months after delivery, looked at more than a million women who gave birth in California hospitals between 2010 and 2012. It found 300 had died during follow-up—and suicide was the seventh leading cause.

It is the vision of FOZA to develop new communication channels through online applications with discussions and consultations with professionals who can assist in removing the stigma often associated with mental illness; replacing misconceptions with facts that will be enlightening and empowering for families who may be grieving with guilt from the loss of a loved one.

According to the Child Mind Institute, depending on age, when a parent dies of suicide, children are most in need of simple and honest answers to their questions. That can be challenging when the adults surrounding them may also be struggling for answers.

FOZA will invest the time in resourcing the most appropriate connections to support the children and the families.

There may be economic challenges ahead for the children's education and well-being. FOZA is building a network of resources with existing organizations (such as Bold.org) with specialized scholarships and endorsements.

2. To support the mothers who are experiencing postpartum depression.

Statistics show 1 in 8 new mothers may experience symptoms of postpartum depression and it has been documented that fathers may also experience depression after the birth of a baby.

"The stigma associated with this topic has been part of our lack of understanding [and research]." This is a quote from Sona Dimidjian, Ph.D., the director of the [Renée Crown Wellness Institute](#) at University of Colorado Boulder and author of *Expecting Mindfully: Nourish Your Emotional Well-Being and Prevent Depression During Pregnancy and Postpartum*.

[2019 research from the National Library of Medicine](#) showed results on first-time mothers within a variety of socioeconomic status (SES) in relation to depression. Those with lower SES increased in the risk of prenatal and postpartum depressive symptoms. Women with at least four SES risk factors (low monthly income, less than a college education, unmarried, unemployed) were 11 times more likely than women with no SES risk factors to have clinically elevated depression scores at 3 months postpartum, even after controlling for the level of prenatal depressive symptoms.

# FRIENDS OF ZAYNE ADAMS - STRATEGIC PLAN

The study revealed that although new mothers from all SES strata are at risk for postpartum depression, SES factors including low education, low income, being unmarried, and being unemployed increased the risk of developing postpartum depressive symptoms in this sample.

It is the vision of FOZA to connect with mothers and families, in the distribution of information and increased awareness in the dangers of postpartum depression as well as connecting with existing resources and agencies available to mothers who may be at risk.

3. To advocate for resources. Most doctors and other professionals agree that while medical treatment and therapy are solutions for depression, awareness is the first line defense in curbing the rate of suicides due to postpartum depression, especially in areas where low socioeconomic status may heighten the risk factors. The *Maternal and Child Health Journal* revealed that 1 in 5 mothers who may be experiencing postpartum depression, will not discuss it. We must provide a safe environment for dialogue.

It is the vision of FOZA to build an active directory of resources with dedicated professionals willing to provide no cost or low cost consultations and services geared towards awareness and communication. FOZA will develop a list resources with the experience to recognize the challenges a new mother may be coping with and provide lifesaving advice to those who surround her.

## Our Mission:

**FOZA Inc.**, (Friends of Zayne Adams), is a nonprofit organization working to Provide Supportive, Long-term Resources to Families Affected by Postpartum Depression, Depression, Suicide and Related Illnesses.

## Our Values: (R.E.S.O.U.R.C.E.S.)

To **Research** and provide the most useful resources to eradicate suicide due to postpartum depression

To **Educate** families and the community on signs and symptoms of prenatal depressive symptoms

To **Seek** out and serve the lower SES (socioeconomic) and at-risk members in our community

To **Optimize** technical applications that will provide increased interactivity and communications

To **Utilize** existing agencies and organizations that are prepared to support

To **Replace** outdated, misleading views related to mental illness with true and beneficial facts

To **Cultivate** a database of specialized, professional support resources

To **Elevate** the spirit and bring hope for tomorrow

To **Sustain** a support system for grieving children and families

# FRIENDS OF ZAYNE ADAMS - STRATEGIC PLAN

Strategic Overview;

Programs:

1. FOZA will expand its contact activities to attract more resources. We are currently building profiles to engage with the following professionals: (this is not exhaustive:)

- Financial Advisors
- Grief Counselors
- Funeral Advisors
- Legal Advisors
- Medical Advisors
- Social Service Workers
- Family Mediators
- Life Coaches
- Business Coaches
- Teachers/Educators
- School Administrators
- Ministries/Churches
- Advertising Agencies
- Marketing Advisors
- Technical Advisors
- Media Channels

This list of professionals will be interactive on the FOZA Web platform.

2. The FOZA Bear and Bunny will be used to raise funds. Research is in progress to develop a scholarship plan from FOZA fundraising and FOZA Sales. The sales process for FOZA Bears and Bunnies will be available on the FOZA Web Platform

3. Free Webinars, Podcasts and LIVE online events will be programmed/hosted with professional speakers and experts on mental health awareness, symptoms, avoidance, grief counseling and more.

# FRIENDS OF ZAYNE ADAMS - STRATEGIC PLAN

## Marketing/Communications:

FOZA is developing interactive Web and Social media platforms to allow clients and resources to communicate, learn and grow. Our focus will be primarily in the US and we plan to develop aligned relationships with existing resources in every US State and territory.

## Internal Structures:

FOZA has been structured legally and correctly. FOZA will continue to build and maintain internal structures and systems to meet all state and federal levels of expectation. FOZA provides systems and applications to respond appropriately to our clients, volunteers, and resources.

## Resource Development:

FOZA will set and strive for funding levels to meet the organizations goals and an operating budget of \$50,000 for 2021. We will work to cultivate a growing operating budget and as our streams of income increase, we will work towards \$1M by 2025.

## Board Governance/Leadership:

FOZA currently has a strong and dedicated board of directors. We will always strive for diversity and leadership focused on the FOZA mission, vision, and values.

# FRIENDS OF ZAYNE ADAMS - STRATEGIC PLAN

Goals: (2020 – 2023)

## Marketing and Communications

## Objectives

Goal: To increase awareness of FOZA locally and nationally – increase database by 10% monthly	<ol style="list-style-type: none"> <li>1. Data-scrape local organizational and professional resources</li> <li>2. Reach out to resources via email and phone.</li> <li>3. Manage growth through CRM software</li> <li>4. Ensure board and staff are aware of best practices</li> </ol>
Goal: To increase Social Media Interactivity by 10% monthly	<ol style="list-style-type: none"> <li>1. Use the existing FOZA Social Network Platforms to publish, post and advertise FOZA</li> <li>2. Ensure branding is consistent and stable</li> <li>3. Ensure board and staff are aware of best practices</li> </ol>
Add a Goal (for 2020/21)	Add an Objective (for 2020/21)

## Internal Structure

## Objectives

Goal: Establish profiles resources	1. Establish the basic attributes
Establish organizational SOPs	1. Standard operating procedures for volunteers and advisors
Training	1. Create an interactive training process for board or staff

## Program Structure

## Objectives

FOZA will provide advice, consultation and resources to clients who are seeking approaches to support their grieving children and families	<ol style="list-style-type: none"> <li>1. Strengthen the FOZA “Gifting Program” by using the outcome data from marketing initiatives.</li> <li>2. Provide program concepts to achieve sustainable funding and support options for the children.</li> </ol>
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## Resource Development (Fundraising)

## Objectives

<p>Goal: FOZA will set and meet fundraising targets that are informed by research and successes of similar organizations. Funds should be sufficient to support and grow FOZA annually and be sustainable.</p>	<ol style="list-style-type: none"> <li>1. Develop a list of fundraising strategies</li> <li>2 . Build relationships and track potential higher dollar investors, individuals, foundations and corporations</li> <li>2. Build a giving program to provide funds</li> <li>3. Seek out government funding, federal and local</li> <li>4. Create a database Newsletter to inform and enlighten possible funding sources.</li> </ol>

## Board and Governance

## Objectives

<p>Goal: FOZA will encourage board members, leaders/officers, to adhere to and utilize best practice policies/procedures. FOZA ensures member diversity to achieve our mission, vision and values</p>	<ol style="list-style-type: none"> <li>1. Maintain our meetings and communications</li> <li>2. Encourage all members to be actively involved in questions and answers for resources, fundraising and infrastructure.</li> </ol>
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## Financial Projections

FOZA will need to increase resources over the plan period. This includes covering all expenses related to recurring annual costs, such as FOZA materials, marketing, operational costs, training, and development.

FOZA is currently planning to strengthen its current operations with volunteer advisors and virtual staff over the next three years to fulfill the goals outlined in the plan. We anticipate that total operating revenue will increase from \$5,000 to \$50,000 by 2022. The resources needed for these investments will be raised through FOZA sales and targeted fundraising efforts that will engage individuals, foundations, corporations, and local governments.

# FRIENDS OF ZAYNE ADAMS - STRATEGIC PLAN

Contact Information:

Board of Directors:

Paulette Smith, President – [President@FOZAInc.org](mailto:President@FOZAInc.org)

Chrisalyn Santos, Secretary – [Secretary@FOZAInc.org](mailto:Secretary@FOZAInc.org)

Dr. Tisa Silver-Canady, Treasurer – [Treasurer@FOZAInc.org](mailto:Treasurer@FOZAInc.org)

Troy Richardson, Director of Fundraising – [Dir-Fundraising@FOZAInc.org](mailto:Dir-Fundraising@FOZAInc.org)

[Web Site](#) || [Facebook](#) || [LinkedIn](#) || [Instagram](#) || [YouTube](#)

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Special thanks to [Generation Hope](#) for setting an outstanding example for FOZA to follow in strategic planning.