

For immediate release

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Jewish Family & Children's Service of Sarasota-Manatee, Inc. Chosen to Take Part in Cutting-Edge Project on Elevating Role of Strategy in Nonprofits

Sarasota, FL, December 12, 2011 — Jewish Family & Children's Service of Sarasota-Manatee, Inc. (**JFCS**) was recently awarded a \$100,000 grant from the national membership organization the Alliance for Children and Families to implement a pilot project meant to explore, test, and gain understanding of the elevation of strategy within nonprofit human service agencies.

The grant comes from the Alliance's Strategy Counts! Program—a multi-year pilot project that will closely examine the impact from elevating the role of strategy in nonprofit human service providers. The Alliance, headquartered in Milwaukee, is one of the nation's largest membership associations of private, nonprofit human service organizations.

Jewish Family & Children's Service of Sarasota-Manatee, Inc. (**JFCS**) will institute its own *Strategy Counts at JFCS!* Program which is a transformational project which will build stronger teams and transform the current culture into a culture of shared ownership and responsibility. This team approach will build an understanding and strengthen the commitment of ownership of mission and strategy by mid-level and direct service staff. This will allow the agency to elevate its strategy at a time it is experiencing unprecedented growth. Because JFCS is committed to providing more direct service without an increase in infrastructure, overhead, and support functions, the agency needs a strong team with a shared set of values, empowered to move the agency forward for the betterment of those served and the greater community.

“This grant enables JFCS to not only improve our own services and ultimately reach even more vulnerable citizens,” said Rose Chapman, LCSW, President/CEO of JFCS. “But it means we are part of an exciting program that is closely examining how nonprofit human service organizations can be even more effective throughout the country.”

JFCS is one of 14 nonprofits around the country participating in the Strategy Counts initiative. Each are testing strategy models to determine whether they will create more organizational capacity, thereby gaining opportunities to generate revenues for service delivery, expand successful core services, and achieve better resilience in the face of economic downturns.

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Jewish Family & Children's Service of Sarasota-Manatee's focus is to provide services on a non-denominational basis that touch the entire community. JFCS helps individuals overcome life challenges and empowers the community. JFCS offers comprehensive programs including: counseling, prevention, intervention, outreach and education. JFCS positively impact the lives of children, families and seniors. For additional information please visit www.jfcs-cares.org

The Alliance for Children and Families, which is celebrating its 100th anniversary in 2011, is a nonprofit national membership association of private, nonprofit human service providers in the United States and Canada. Motivated by a vision of a healthy society and strong communities, the Alliance strengthens the capacities of North America's nonprofit child- and family-serving organizations to serve and advocate for children, families, and communities. The more than 350 members of the Alliance provide an array of community-based programs and services to all generations, serving close to 3.4 million people each year. The Alliance is accredited by the Council on Accreditation. More information about the Alliance is available at alliance1.org.