



Families First NAVIGATING the FUTURE

A \$3 million, three-year campaign to advance Families First's proven impact for Georgia families



For 135 years, Families First has stood alongside children and caregivers during moments of profound vulnerability and possibility.



Rooted in Atlanta since 1890, we have grown alongside the communities we serve—pioneering adoption services, designing co-parenting resources, bolstering adoptive and foster families, expanding access to behavioral health care, and developing our Navigator Care Model for intensive family support.

Today, Families First serves families across 88 Georgia counties with one unwavering mission: **to strengthen family resiliency.** We accomplish our mission through three impact areas: The Vance Center for Behavioral Health, Navigator Services, and Parenting & Adoption Support Services. In FY25 alone, we supported 16,858 individuals, with 83% of clients who exited programs achieving all their goals.

Why Now?

Families First has arrived at a critical inflection point. Our mission is strong, our impact is growing, and demand for our services has never been greater — yet the funding environment is shifting rapidly.

Like many human-service organizations nationwide, Families First is navigating a landscape marked by delayed and restricted public funding. At the same time, the families we serve face growing complexity: housing instability, mental health challenges, parenting stressors, employment and food insecurity, and financial hardships.



A Proactive Approach

Realizing that the fundraising landscape was shifting, the Board of Directors moved early—personally investing in a contract with Jabian Consulting to develop a strategic business analysis and three-year forecast.

The keystone of Jabian's strategic business plan is the \$3 million Navigating the Future major gifts campaign. Jabian's assessment affirmed Families First's strong programmatic foundation and clear community impact while signaling that to deepen and expand our proven services, we must build greater financial flexibility.

The \$3 million Navigating the Future Campaign will accelerate the high-impact work Families First has demonstrated it does exceptionally well — fueling our capacity to serve more families, meet growing community demand, and remain resilient in a volatile funding environment.



Among the campaign's key investment priorities:

Behavioral Health professional pipeline — leveraging our established university internship program, we are pioneering a Professional Pipeline Model with Morehouse School of Medicine, Georgia State, UGA, Clark Atlanta, and others — training the next generation of behavioral health professionals and directly increasing the number of individuals and families who can access behavioral health services through Families First.



Co-Parenting Services Scaled — with more than 30 years helping divorced or separated adults parent in the best interest of their child(ren), Families First is ready to scale a sustainable, fee-for-service model with continually updated curriculum, ongoing instructor recertification, and broader marketing reach to bring high-quality co-parenting education to more families — reducing conflict, improving communication, and creating healthier, more stable environments where children can thrive.



TeenAge Pregnancy & Parenting services extended to young mothers ages 21-26 — building on our proven track record of supporting teen mothers ages 14-21, this investment addresses a pivotal and underserved stage of young adulthood — the years between 21 and 26, when long-term life trajectories are solidified. Expanded services include behavioral health treatment, parent-child bonding skill-building, economic stability resources, and educational support — improving outcomes for both mothers and children.



Families First

IMPACT AREAS



LUCY C. VANCE CENTER FOR BEHAVIORAL HEALTH

BEHAVIORAL HEALTH SERVICES

Counseling, Peer Support, Skill Building, & Case Management

COMMUNITY BASED PSYCHIATRIC SERVICES

Medication Management & Nursing



PARENTING & ADOPTION SUPPORT SERVICES

ACCESS & VISITATION

Co-Parenting Facilitation

NATIONAL TRAINING & DEVELOPMENT CURRICULUM

Adoption, Foster Care, & Kinship Preparation Classes

PARTNERS IN PARENTING

Co-Parenting Trainings & Curriculum Licensing and Sales



NAVIGATOR SERVICES

COMMUNITY NAVIGATOR MODEL

Intensive, Wrap-Around Case Management

NAVIGATOR 2-GEN MODEL

TeenAge Pregnancy & Parenting
Chispa Parents as First Teachers

Join Us

For 135 years, Families First has had an enduring commitment to serving our community because we adapt — grounded in mission, guided by data, and responsive to the evolving realities families face. Today's moment calls for that same forward-thinking leadership from those who believe deeply in the work of Families First.



We are inviting a small group of committed partners to step forward at a pivotal time to strengthen and accelerate an organization that is proven, trusted, and ready to do more. Your gift is an investment in the resilience and future of Georgia families for generations to come.

Navigating The Future Campaign Committee

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Community Supporter since 1987

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We would welcome the opportunity to continue this conversation. Please contact us:

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