



El Futuro Strategic Plan 2025–2028

RAÍCES Y RUMBO: A PATH ROOTED IN CULTURE, GROWING WITH INTENTION

Mission: To nurture stronger familias to live out their dreams

Vision: Thriving community where mental well-being is woven into daily life—rooted in identity, nurtured by community, powered by resilience.

WHY THIS PLAN MATTERS

The model of mental health care in the US isn't working—especially for vulnerable populations facing disparities.

Mental Health challenges continue to increase, the system is crumbling, and people are suffering.

A bold new model is needed and El Futuro is developing that model.

OUR 3 STRATEGIC PRIORITIES

Expand Access

- Expand culturally-responsive care through strategic partnerships, new technologies, innovative workforce development, community wisdom, and cultural pride to improve mental well-being across community ecosystems.

Launch a Center of Excellence

- Validate the most critical levers of change in our community-rooted, globally-proven mental health framework, and disseminate broadly to amplify our impact.

Build a Thriving Workforce

- Invest in the resilience, growth, and leadership of the bilingual workforce — inside El Futuro and across our communities – to sustain and grow community well-being.



Together, we can ensure every Latino family in North Carolina—and beyond—has access to the culturally affirming mental health care they deserve.



HOW WE WILL GET THERE?

Components of Our Cutting-Edge, Global Mental Health, Ecosystem Model

- Proven, trauma-informed treatment services adapted to be culturally-responsive
- Community-wide mental health literacy programs that teach emotional regulation, stigma reduction, and help-seeking
- Peer-support networks and community-led care (community mental health workers)
- Holistic services that get the right support to the right person at the right time, before crisis hits
- Community-designed youth empowerment services that spark identity, creativity, and hope
- Community-led design of public spaces for access to nature, physical activity, connection and belonging
- Delivered through a hub-and-spoke model that relies on existing, place-based community leaders and partners to reach even the most vulnerable communities where they are
- Leverage every system dollar (and negotiate for innovation), build sustainable funding models around that, robustly document impact, and ensure a resilient workforce

MULTIPLIER EFFECT

As a result of these impacts, we'll gain...

- Improved ability to show value in the system will create long-term economic sustainability of the efforts, hastening the shift to value-based care strategies
- Dissemination of the model will exponentially replicate the impacts across underserved communities nationwide
- NC will become a model for providing community-based mental health support for vulnerable populations at a cost lower than the system can provide

WHY YOUR SUPPORT MATTERS

This plan is ambitious—and achievable—because it is rooted in community voice, evidence-based practice, and sustainable growth. You and the whole community are vital to:

- Fund service expansion in underserved areas.
- Support workforce development and retention.
- Invest in the infrastructure needed to become a national model for Latino mental health.



Therapy in Spanish made me feel seen for the first time. My children are thriving because I learned how to take care of my own mental health.
– Parent, Durham

