



2017 – 2020

STRATEGIC PLAN!

MISSION: TO IMPROVE CHILDREN'S HEALTH AND WELLNESS THROUGH
PHYSICAL ACTIVITY AND HEALTHY EATING

PROGRAMS:

BE AN INDUSTRY LEADER
AND DELIVER HIGH-QUALITY,
EFFECTIVE PROGRAMS



Reach more children
with a focus on low-
income communities



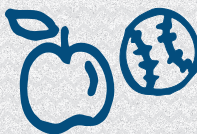
Document quality and
effectiveness with an
annual scorecard



Enhance programming
serving adolescents

COMMUNITY IMPACT & ADVOCACY:

LEAD COLLABORATIVE AND
POLICY EFFORTS TO ENHANCE
HEALTHY HABITS



Advocate for physical
activity and healthy
eating opportunities



Lead coalition and
engage partners in
collaborative projects
and advocacy work



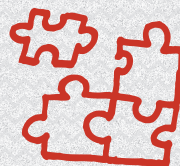
Engage staff and board
in childhood obesity
prevention advocacy

CAPACITY BUILDING:

CREATE INFRASTRUCTURE TO SUPPORT
THE MISSION AND OUR EXPANDING
ROLE SERVING THE COMMUNITY



Increase number
of volunteers
supporting Fit4Kids



Diversify and develop
staff and Board to
enhance work



Maintain and
strengthen a healthy,
values-driven
organizational culture

FINANCIAL HEALTH:

DIVERSIFY REVENUE STREAMS TO
SUPPORT CURRENT AND FUTURE
PROGRAMMING NEEDS



Develop and retain
donors through
strategic engagement



Research fee for
service opportunities



Ensure operational
efficiency to
maximize resources