



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



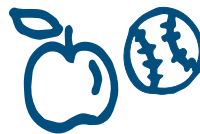
Document quality and effectiveness with an annual scorecard



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



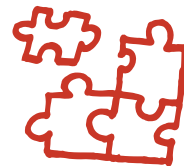
Engage staff and board in childhood obesity prevention advocacy

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