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

2017 – 2020