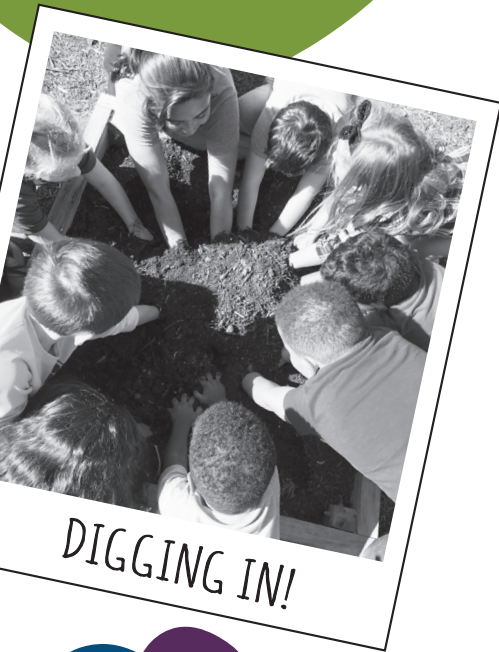


Our Mission:

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

Our Values:

- POSSIBILITY
- EXCELLENCE
- EQUITY
- PERSISTENCE
- COLLABORATION



DIGGING IN!

Community Impact & Advocacy:

FIT4KIDS WILL ACTIVELY CONVEENE COLLABORATIVE EFFORTS TO ADVANCE POLICY INITIATIVES.

GOAL 1:

Ensure policy advocacy is community-led

GOAL 2:

Advance policy influence

Financial Health:

FIT4KIDS WILL DIVERSIFY REVENUE STREAMS TO SUPPORT CURRENT AND FUTURE PROGRAMMING NEEDS.

GOAL 1:

Expand and diversify funding sources

GOAL 2:

Incorporate an equity lens to fundraising

GOAL 3:

Augment budget and financial processes and plan

Programming Excellence:

FIT4KIDS WILL BE A LEADER IN CHILDHOOD OBESITY PREVENTION THROUGH HIGH-QUALITY, EFFECTIVE PROGRAMS.

GOAL 1:

Strengthen and expand programming

GOAL 2:

Increase cultural relevance in program development and delivery

Capacity Building:

FIT4KIDS INFRASTRUCTURE ADEQUATELY SUPPORTS THE MISSION AND EFFECTIVELY EXPANDS OUR ROLE SERVING THE COMMUNITY.

GOAL 1:

Enhance Human Resources

GOAL 2:

Strengthen Board Engagement