Our Mission: TO IMPROVE CHILDREN’S HEALTH AND WELLNESS THROUGH PHYSICAL ACTIVITY AND HEALTHY EATING.

Our Values: • Possibility • Excellence • Equity • Persistence • Collaboration

2021-2023 Strategic Plan

Community Impact & Advocacy:
Fit4Kids will actively convene 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

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DIGGING IN!

digfit4kids.org