

EVERY CHILD'S HOPE &  
CARRIE ELLIGSON  
GIETNER SCHOOL



Strategic Plan  
2025 -2030



### **Mission**

“Partnering with the community to assist children, youth, and families in their unique pursuit of health and wholeness through quality, professional, and faithful services.”

### **Vision**

Hope for Every Child. Healing for Every Family. Every Day.

# Executive Summary

The ECH strategic plan was developed by the Executive Leadership team in collaboration with all agency staff, the Board of Directors, and most importantly, those served. Our goals are representative of overarching priorities for ECH and will ultimately provide continued alignment with our mission. They will also drive the development of annual plans for program and support departments from 2025-2030.

- ECH will expand services and diversify funding streams to include collaborative efforts to improve positive outcomes for youth and families, to serve more individuals, more often.
- ECH will achieve organizational excellence through evaluation, technology and implementation of processes that promote operational efficiency and effectiveness.
- ECH promotes a culture whereby employees feel valued, empowered and engaged leading to effective recruitment and increased retention of a mission driven workforce.
- ECH will ensure financial stability through innovation, growth, community relationships and good stewardship to carry on our mission.

Continuing to provide high-quality, effective services that promote resilience and healthy development remains crucial. Focusing on these overarching goals, will empower our staff and those we serve to reach their full potential.

## **Goal 1: Expand services and diversify funding streams to include collaborative efforts to improve positive outcomes for youth and families, to serve more individuals, more often**

1. Increase program revenue by 7.5% annually (\$3 million over 5 years)
2. Identify and utilize additional payer models
3. Build or enhance external relationships and partnerships to expand services
4. Create solutions to enhance communication, promote collaborative problem-solving and improve contract performance
5. Increase annual fundraising revenue by 5% each year (\$160,000 over 5 years)

## **Goal 2: Achieve organizational excellence through evaluation, technology and implementation of processes that promote operational efficiency**

1. Improve utilization of technology for communication and documentation to enhance outcomes
2. Improve utilization of technology to enhance safety
3. Explore opportunities to integrate innovative technologies to increase efficiencies
4. Develop a robust standardized evaluation method and tools for program effectiveness and improved outcomes
5. Utilize technology to cultivate a strong donor and volunteer base
6. Develop new Dynamic interactive website for the agency

## **Goal 3: Promote a culture whereby employees feel valued, empowered and engaged leading to effective recruitment and increased retention of a mission driven workforce**

1. Promote stability and retention of workforce
2. Invest in professional development to ensure we have a high level of competency and growth mindset
3. Provide various opportunities for staff to be engaged and vested in ECH
4. Ensure that communication objectives of ECH are met with staff and stakeholders
5. Support our leaders and those they supervise to ensure they have the skills, and competencies needed to impact the culture
6. Ensure our staff at all levels have clear, and consistent messaging as to operations and our culture

## **Goal 4: Ensure stability through innovation, growth community relationships and good stewardship to carry on our mission**

1. Board Influence and Development
2. Centralize Purchasing
3. Broaden the base of donor support across the state
4. Increase community awareness and engagement across the state
5. Intentional engagement of younger demographic to ensure a continuum of new donors
6. Streamline financial process to enhance efficiencies
7. Imbed Financial Acumen throughout the agency
8. Grow the volunteer program to increase base of support
9. Grow the number of estate and legacy donors
10. Enhance or maintain our infrastructure and facilities for our clients and staff