



Rise for baby and family Strategic Planning Goals FY23-FY25

Goal 1 - Programs and Services: Achieving the highest possible community impact through the highest quality services, Rise provides inclusive, comprehensive Early Childhood supports for families with young children.

Rationale: Early intervention and high-quality early education are associated with improved developmental outcomes, increased social and emotional competence, and better school and life success.

Goal 2 - Workforce: Rise builds and maintains a quality and dedicated workforce to meet our vision and mission.

Rationale: Due to the current realities of our industry, it is essential for Rise to maintain an attractive employment environment and maintain a strong community and statewide presence.

Goal 3: Marketing & Visibility: Rise will expand our visibility and community presence to attract additional resources.

Rationale: Due to current realities of our industry, the nonprofit sector and economic environment, it is essential for Rise to have a strong community and statewide presence.

Goal 4 - Financial Stability and Fundraising: Rise will generate revenue, conduct fundraising, and stay competitive with salaries and benefits.

Rationale: Rise WILL maintain financial viability to cover program costs and provide the extra services that make Rise unique.

Goal 5 - Leadership: Rise will ensure that a strong, engaged and, well-informed leadership team guides the organization.

Rationale: A dedicated leadership team will ensure long-term growth and stability of the organization