



Financial Endurance & Growth

- Increase non-government revenue by 25% (5%, 10%, and 10%) by June 30, 2028.
- Conduct financial health and revenue quality assessment by June 30, 2026.
- Develop and execute a marketing strategy to build brand awareness, attract funding, and support revenue goals by June 30, 2026.
- Evaluate program offerings based on financial performance and strategic impact by December 31, 2026.
- Develop a leadership succession plan by June 30, 2027.



Innovative Practices & Strategies

- Identify five non-traditional and new educational opportunities for staff by June 30, 2026.
- Collect five pieces of research/data that demonstrates intersectionality of Social Determinants of Health by June 30, 2027.
- Introduce prevention to two new systems (outside of faith-based and education) per year for a total of six by June 30, 2028.
- Explore fee or service opportunities by June 30, 2028.



Measurable Impact

- Develop a plan to promote the accomplishments of completed funding streams by December 31, 2026.
- Establish a new process for staff data entry and review in the Coalition Evaluation Center (CEC) by October 1, 2025.
- Review the existing evaluation standard operating procedure (SOP) and adapt/adjust it to meet the upcoming strategic plan by October 1, 2026.
- Create an executive summary of accomplishments to be shared six times a year with the board of directors and those invested in the work by June 30, 2026.

MISSION: Implement best practice strategies to reduce the risk of behavioral health disorders.