



Strategic Plan



Mission

Together, we create life-changing wishes for children with critical illnesses.



Vision

To grant the wish of every eligible child.



Values

- ◆ **Child Focus:** We always put wish kids first.
- ◆ **Integrity:** We are honest, transparent, and respectful.
- ◆ **Impact:** We deliver life-changing wishes.
- ◆ **Innovation:** We are bold, imaginative, and creative.
- ◆ **Community:** We are a diverse group of people working together toward a common goal.

Transformational Initiative

Maintain a Healthy Pipeline & Expand Wish Accessibility

Achieve and maintain a healthy wish pipeline by aligning referral volume with the organization's capacity to grant wishes through increased fundraising, in-kind support, and operational growth to ensure every eligible child receives a timely wish.



Pillars



Wishes



Revenue



People



Capabilities



Our Pillars

Key Strategic Objectives



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People

- ◆ Engage, Empower, and Track Alumni Impact
- ◆ Invest in Staff Development, Engagement, and Organizational Culture
- ◆ Strengthen Board Engagement and Effectiveness



Wishes

- ◆ Stabilize and Optimize Wish Pipeline
- ◆ Drive Awareness and Referrals Across Iowa



Revenue

- ◆ Share Compelling Stories to Inspire Action
- ◆ Diversify Revenue Streams
- ◆ Strengthen Major Donor and Grant Relationships
- ◆ Maximize Revenue Streams



Capabilities

- ◆ Expand and Sustain a Statewide Volunteer Network
- ◆ Strengthen Internal Systems, Infrastructure and Data Systems