



**MISSION**

We grant the wishes of children  
with life-threatening medical conditions  
to enrich the human experience with hope, strength and joy.

**VISION**

We are dedicated to making every eligible child's wish come true

**STRATEGIC PILLARS**

**MISSION DELIVERY**

Goal to provide a heartfelt wish experience to each medically eligible child in North Dakota by increasing the number of wishes from the historical average of 35 per year to 50 per year while maintaining wish quality and turnaround time.

**FUNDRAISING EFFECTIVENESS**

Goal to increase statewide awareness with a hope to create a clear understanding of our mission, continue to foster relationships by sharing the impact of a wish, better engage special event donors and diversify funding sources.

**BOARD GOVERNANCE**

Goal to develop an engaged Board of Directors who actively works with staff to fundraise, increase public awareness, and facilitate wishes by exceptional leadership and holding each other as well as CEO accountable for results.

**ORGANIZATIONAL EXCELLENCE**

Goal to refine our organizational effectiveness by continuously improving workflow, structure and processes, fueling the growth of the team, and strengthening our foundation in order to efficiently and smartly advance our core mission.

Through our referral sources, we need to **REACH** every child to realize our vision.

We will do so through this strategic framework, an aligned operating plan and these guiding, foundational **VALUES**

<b>INTEGRITY</b>	<b>CHILD FOCUS</b>	<b>EXCELLENCE</b>	<b>COMMUNITY</b>	<b>INSPIRATION</b>
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