MISSION | VISION | CORE VALUES

MISSION

Through prevention, education, family support, and access to healthcare services, Young & Healthy protects and improves the physical and mental health of uninsured and underserved children and their families in the greater Pasadena area.

VISION

We envision a future in which all children in our community have a "village" that cares about them and an equal opportunity for a healthy life.

CORE VALUES

- We believe it is the right of every child to have access to quality healthcare.
- We believe in the connection between mental health and physical health.
- We believe that by investing in the health of underserved youth, we can create a more equitable society.
- We believe community needs change over time, and that we are in a position to respond.
- We believe in collaboration, working together with other community institutions and volunteers to make a difference in children's lives.
- We believe in treating everyone with respect and serving with integrity.

THREE-YEAR VISION STATEMENT

In three years, Young & Healthy will expand our role as an influential community leader and partner educating parents, caregivers, and professionals on how to deliver trauma-sensitive support to youth and families in need.

Young & Healthy will also provide education, referral, and prevention services for a holistic approach to serving the mental and physical health needs of children.

We will further advance our staffing capacity, deepen program outcomes, and diversify revenue streams to support this growth and leadership.

THREE-YEAR GOALS & STRATEGIES

GOAL 1: STRATEGICALLY ENHANCE AND EXPAND Y&H PROGRAMS TO DEEPEN OUR IMPACT ON CHILDREN'S HEALTH.

STRATEGY A: Expand mental health programs to reach and educate more parents, caregivers, and professionals working with children.

STRATEGY B: Increase awareness of Young & Healthy to drive enrollment in programs and services.

STRATEGY C: Enhance program evaluation through short and long-term measurements of success.

GOAL 2: INCREASE NET REVENUE TO SUPPORT YOUNG & HEALTHY'S SHORT-TERM GOALS AND LONG-TERM SUSTAINABILITY.

STRATEGY A: Pursue new funding aligned with program expansion and development.

STRATEGY B: Enhance Young & Healthy's major gifts program.

STRATEGY C: Establish a sliding scale, fee-for-service model in which Y&H can provide trauma-informedcare training to professionals who serve youth.

STRATEGY D: Build on existing fundraising strategies.

GOAL 3: BUILD ORGANIZATIONAL EFFICIENCY AND CAPACITY TO POWER YOUNG & HEALTHY'S PROGRAMS AND OPERATIONS.

STRATEGY A: Address critical staffing needs through direct hires or other creative solutions.

STRATEGY B: Plan for upcoming leadership transitions due to retirements.

STRATEGY C: Understand and take action on facilities needs.