



# **STRATEGIC PLANNING 2021**

Growing Our HUMAN Principles in  
Diverse Communities

# THEORY OF CHANGE

- Compassionately delivered human services can change lives.
- Most effective when its members exemplify the **HUMAN** Guiding Principles.
- No one service meets all needs
- McKinley's program & service offerings must be available to diverse populations.



## GOAL

1



Meet the needs of the community with the most compassionate and effective services possible.

-HOW→

Teaching, practicing, utilizing, and reinforcing Trauma Informed Integrative Care (TIIC) in all aspects of our programs and services.



## GOAL

2



We will reach more communities with needed programs and services.

-HOW→

Pursue opportunities for expansion of existing services to reach more individuals and communities.



## GOAL

3



We will exemplify our **HUMAN** principles and will reflect the diversity of communities served.

-HOW→

Developing a highly trained and motivated team, dedicated to those we serve, and guided by our **HUMAN** principles.



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Thank you for your continued support of McKinley's youth, families, and communities.



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