THE FUTURE IS *Unwritten*

Together, We Build McKinley's Tomorrow

MISSION

By inspiring hope, McKinley helps youth, families, adults and communities aspire to their highest potential through impactful services provided by a team of compassionate professionals fueled by our H.U.M.A.N. values.

VISION

Healing, growing and thriving together!

VALUES

Hopeful · · · · · · · · · · · · We choose optimism in finding motivation to achieve our greatest dreams.

Understanding · · · · · · · · We listen and embrace everyone's individual stories.

Moral · · · · · · · · · · · · We treat everyone with kindness and respect.

Awesome · · · · · · · · · · · We celebrate what makes each individual unique.

Nurturing · · · · · · · · · · We create safe, supportive and caring relationships.

STRATEGIC GOALS

#1
Provide the most compassionate, effective programs and services possible.

#2
Reach more communities with sustainable programs and services, prioritizing effective management strategies to address potential challenges.

#3
Establish McKinley as the ultimate career destination for current and prospective team members.

#4
Elevate McKinley's visibility to tell our story and advocate for our communities.

Teach, practice, utilize, and reinforce our **HUMAN Guiding Principles**: observe and assess the impact of on staff, programs and services and make adjustments when needed.

Fully integrate Ecological Trauma Informed Care into all aspects of McKinley culture.

Identify, develop and seize opportunities for initiating and expanding needed, sustainable programs and services that further McKinley's mission.

Continuously assess existing programs and services to ensure they remain in demand, their risks can be reasonably managed, and they **continue to benefit the communities we serve.**

Further develop internal processes and practices that attract, employ and retain a diverse team of skilled, talented, committed individuals who share our HUMAN guiding principles.

Launch a communication and fund development campaign that brands McKinley as a leader in human services and a community partner for investment.

Actively engage with policy makers, advocacy groups and governmental entities to influence development and implementation of public policies that protect and support the communities McKinley serves.

STRATEGIC PLAN 2024-2027

McKinley
Youth · Family · Community

BE YOUR BEST HUMAN