



# 2021 Organizational Goals



# Our Mission

At Kids Wish Network, we understand people want to bring hope to kids in crisis, but sometimes they don't know how. We've developed wish programs and life-giving initiatives that allow people to infuse hope, create happy memories, and improve the quality of life for children with life-threatening illnesses or who are in life-altering situations.

*We wake up every morning and move toward our mission.*

## **Our Mission Statement:**

Kids Wish Network is a national charitable organization dedicated to infusing hope, creating happy memories, and improving the quality of life for children experiencing life-altering situations.

**Every kid's wish is worth the investment because every wish changes a life.**

# Our 2021 Organizational Goals

## Kids Wish Network Is Setting a New Tone in 2021 With a Three-Part Plan

### **PART 1: NEW FUNDRAISING STRATEGY**

As a locally-based charity serving children nationwide, we plan to expand our donor reach and improve our fundraising initiatives in 2021. This year we will be focusing more on cultivating individual donors and corporate partnerships.

**GOAL:** Increase the percentage of every dollar donated to directly fund our programs and our kids as we grow our individual and corporate donor-base.

#### **Who Currently Fuels the Organization**

- **Individual Donors**, who want their donations to make the greatest impact possible.
- **Corporate Sponsors and Partners**, who increase the value of kids' wishes
- **Third-Party Professional Fundraisers**, who have been a reliable way for us to keep our mission going.

#### **New Leadership Is Affecting Fundraising Changes**

Our new Executive Director, Tam Lai, is working with our internal leadership team and our Board of Directors to create a process that will:

- Strategically evaluate our fundraising.
- Increase the percentage of funds going directly towards our programs.

#### **We're Aligning Fundraising with Our Mission and Donors**

Kids Wish Network will align fundraising practices with our

- **Mission:** Kids Wish Network is a national charitable organization dedicated to infusing hope, creating happy memories, and improving the quality of life for children experiencing life-altering situations.
- **Donor Goal:** A greater percentage of every dollar donated going directly to the children and the Kids Wish Network programs.

## **PART 2: GREATER VALUE TO DONORS**

Our donors and sponsors are the driving force that allows Kids Wish Network to carry out the great work we do. It is important that we are conveying our appreciation and gratitude by sharing more wish stories and expanding our visibility and transparency. We want them to see the good they are doing.

**GOAL:** Allow donors to feel their value and contribution while continuing to build their confidence and trust in our organization.

### **How We Will Share More Wish Stories:**

The team at Kids Wish Network will send out good news, sharing stories of hope and celebration through:

- Social media channels: Facebook, Instagram, Twitter, TikTok, and YouTube
- Press releases
- More frequent email campaigns

## **PART 3: ORGANIZATIONAL RESTRUCTURING STRATEGY**

While our new Executive Director is guiding the way, she knows she is obsolete without a great team. We are aligning our internal staff with our core values, objectives, and mission to keep everyone moving in a single direction.

**GOAL:** Chart a path for successful scaling and growth of the organization.

We are taking a more proactive approach to growth and focusing on the internal culture of our organization. Having the right team with the right skill sets is an important part of moving our mission forward.

### **Empowering Our Team**

Kids Wish Network has already seen increased happiness and dedication in our current team as we identify strategic new ways to help the charity move forward. Specifically, we will be hiring a Development Operations Manager in 2021 who will build partnerships with companies, corporations, and donors to promote Kids Wish Network and increase contributions.

**In addition, we will:**

- Add new, talented team members
- Evaluate our current leadership tiers
- Assess our departments and the impact they are making
- Improve our overall processes
- Expand our operational activities and efforts

## The Future of Kids Wish Network is on Track for Bigger and Better Things

Visit our website, [kidswishnetwork.org](http://kidswishnetwork.org) for ways to get involved, and follow us on social media for incredible wish stories.

Feel free to reach out to Executive Director Tam Lai directly with any questions.



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