



## 2023-2025 STRATEGIC GOALS

AMIkids will help **20,000** youth and families realize their **full potential** through **innovative programming** and **partnerships**.

### 1

#### Diversify Funding

**Objectives:**

- Develop and position the AMIkids brand nationally to elevate visibility and increase unrestricted revenue
- Secure national partnerships to increase the diversification of funding
- Increase regional capacity to secure unrestricted funding at local programs

### 2

#### Retain Staff

**Objectives:**

- Evaluate and establish optimal retention timeframes for high-turnover roles
- Increase retention rates for identified high-turnover roles
- Improve workplace culture and engagement

### 3

#### Enhance Individualized Learning & Life Skills

**Objectives:**

- Identify existing opportunities for individual and life skill development and perform a program gap analysis to assess education/workforce development and behavioral health needs
- Develop and offer an individualized menu of opportunities to improve the mental health, education, and life success of youth
- Update the AMIkids Personal Growth Model® (PGM) to reflect youth-driven, individualized learning and skill development

### 4

#### Expand Programs to Address Community Needs

**Objectives:**

- Identify target areas to address community needs and service gaps
- Expand and deliver AMIkids services that meet community needs