

2021-2023 Strategic Framework

OUR VISION: Healthy, vibrant communities in Washington where *all* families have the opportunity to thrive.

OUR MISSION: Build pathways to make it easier for Washington families to navigate complex health and social service systems and connect with the resources they need to be healthy and safe.

OUR CORE STRATEGY: Make the connections that families need to be healthy by serving as a trusted link to critical resources and creating and advocating for innovative solutions that improve overall health and health equity.

2021-2023 Strategic Direction Priorities

Consistent with our vision of a Washington where all families can thrive, and our core values of agility, collaboration, inclusion, initiative, quality and well-being, we will focus on the following strategies.

Improve Overall Health of Families with Young Children: Build responsive programs and initiatives that make it easier for all families to access and benefit from the health resources and community supports they need to be healthy and safe, with a special focus on BIPOC families and communities that are furthest from opportunity.

Address and Eliminate Racism in Our Programs, Policies and Practices: Proactively identify and dismantle implicit bias and racist structures to increase social justice and health equity for BIPOC staff, partners and families.

Foster Sustainability and Innovation: Increase awareness of WithinReach's unique ability to improve health outcomes for families in order to grow partnerships, create revenue sustainability, incubate new and expanded areas of impact, and support a strong advocacy platform.