

OUR VALUES IN ACTION



We are, each of us, ambassadors of WithinReach. With these core values we've created a common story – a shared understanding of how we want to work together. Our values shape our culture, and empower us to work with purpose and deliver on our strategies. It all comes down to what we say and do every day – as individuals and as an organization. We believe that when we live and work with these values in mind, we create the change we want to see in the world.

Agility

We strive to be nimble and responsive not only to the evolving needs of those we serve, but also to each other. We challenge ourselves to courageously and authentically embrace our rapidly changing world, and to be open and adaptable to better serve our community.

Collaboration

We achieve better and longer-lasting impact when we work together with others inside and outside our organization. We owe our success to effective teamwork. When we pool our talents, skills and viewpoints, we are more likely to be active learners, to generate more ideas, to better understand problems and to find more efficient ways of working.

Inclusion

We believe the world is a better place when more people are invited to co-create solutions to our region's biggest challenges. We commit to listening to, representing and embracing diverse perspectives and experiences in all we do. Together, we aim to build accessible programs, policies and practices that empower all families to be healthy.

Initiative

We are at our best when we are proactive, creative and resourceful. Our willingness to jump in, identify what's needed and make things happen; to offer our unique talents; and to take on a little extra is the way we share responsibility for our work and support each other.

Quality

We are well-known and trusted in the community for bringing dedication and excellence to all we do. We find and invest in staff who bring enthusiasm, compassion, curiosity and resilience to our work. We strive for continuous improvement and innovation by looking for new opportunities to learn and grow.

Well-Being

We believe all people thrive when they experience balance in body, mind and spirit and feel connected to purpose, people and community. We understand that life is complex and challenging. We strive to build pathways to health and well-being for ourselves and the people we serve.

OUR WORK MATTERS

Committing to these values is challenging, but it's worth it, because we're here to accomplish great and lasting impact.

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