

Strategy 2019

July 1, 2016 to June 30, 2019



Family Partnership

We will enhance family partnership throughout their child's experience at ChildServe

Complex Behavioral Health

We will develop a comprehensive program for children with complex behavioral health needs

Iowa City

We will expand our program capacity to serve children with special health care needs in Iowa City and eastern Iowa



Care Coordination

We will expand our care coordination capacity to serve more children with complex health needs

Child Health

We will expand our clinical capacity in behavioral, developmental and pediatric rehabilitation medicine

Position

We will expand our organizational capacity to serve more children with special health care needs in Iowa

Vision 2022:

We will be uniquely positioned in Iowa to improve the health and well-being of children with special health care needs.

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Position In Iowa

We will expand our organizational capacity to serve more children with special health care needs in Iowa

Geography

We will develop an approach that positions ChildServe in significant population areas in Iowa

Technology

We will create an integrated technology system that improves health outcomes service delivery, and decision-making

Leadership

We recruit, retain and develop outstanding leaders

Facilities

We will develop our facility and space capacity to support organizational growth

Philanthropy

We will expand our capacity to secure the charitable resources needed to achieve Vision 2022



Vision 2022:

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ChildServe Foundation

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Board of Trustees

We will continue to reposition the leadership and functioning of the Board of Trustees

Story

We will look for new ways to tell the story through branding, marketing and communications

Donors

We will expand the donor cultivation program to include families, community members, corporations and foundations



Campaign

We will conduct a multi-year campaign to secure the resources needed to achieve Vision 2022

New Communities

We will engage community leaders in Ames and Iowa City to support ChildServe

Endowment

We will expand our capacity to engage donors to consider leaving a legacy through planned giving

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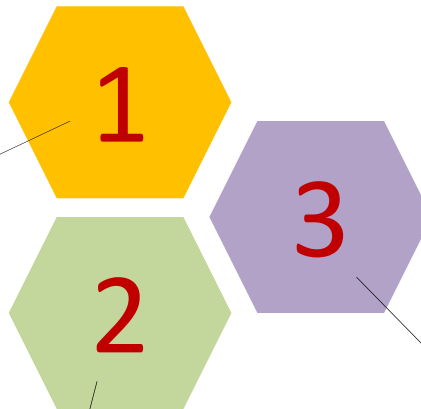
Strategic Impact

Great Life

We will make *Great Life* grants that address children's care and personal needs, acquire needed equipment, and provide childhood experiences.

Child Health

We will make Child Health grants that expand ChildServe's clinical capacity to improve the health and well-being of children with special health care needs.



Community Health

We will make Community Health grants that position ChildServe in new communities in Iowa.

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