Strategic Plan
Vision:
By sharing our love and performance of music, Pickleberry Pie strives to improve the lives of hospitalized and special needs children nationwide.

Mission:
Pickleberry Pie brings the healing power of music to children in hospitals and special needs facilities.

Programs:
Provide caring, high-quality, cost-effective musical and performing arts programs that bring joy and healing to children who are dealing with serious illness or special needs.

Objectives:
- Increase the number of facilities actively served by 15% in two years, 25% in five years.
- Increase the number of virtual and in-person performances by 10% each year.

Awareness:
As a primary provider, promote the benefits of utilizing the healing power of music and performing arts.

Objectives:
- Increase the mean usage of KPR by 50% in two years.
- Increase the number of followers on Pickleberry Pie accounts on Instagram and Facebook by 15% annually.

Finance:
Maintain the financial resources to achieve our mission and sustain a sound organization.

Objectives:
- Increase the operating budget by 15% in two, 25% in five years.
- Increase and maintain individual contributions to 40% of the annual budget by 2023.

Organization:
Attract and retain diverse board members, staff, performers and volunteers who are dedicated to our mission.

Objectives:
- Increase the number of distinct and diverse performers in programs by 25% in five years.
- Maintain active board membership of 10 members annually.
- Increase non-board volunteer (unpaid) force by 20% in 2 years.

Partnerships:
Engage in partnerships that help us achieve our mission.

Objectives:
- Increase the number of Child Life/Recreational Therapist partnerships by 20% in three years.

Strategies