



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

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

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

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

Partnerships:
Engage in partnerships that help us achieve our mission

- 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.

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

- 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

- 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 in 2 years

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

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