

strategic planning process



Understand the most significant **barriers** to health for Natrona County residents, the **root causes** of those barriers, and the **community assets** available

- Community leader interviews
- Researched key health and community outcomes

Understand **opportunities** for WMCF to play a unique role in reducing barriers to health, in partnership with community

- Community focus groups
- Researched evidence-based interventions

Identify **activities** WMCF would undertake to address these community needs and barriers for a stronger, healthier Natrona



guiding principles

<u>Principle</u>	<u>Description</u>
Commit to learning and boldness	We are committed to becoming experts in and advocates for our community by entrenching and educating ourselves and others in understanding the health challenges people face. We will take risks to improve the health of Natrona citizens.
Center on community	We engage underserved communities and their voices directly in decision making . We prioritize and value the expertise of proximity to place and experience.
Be flexible and adaptive	We will offer flexibility to our staff and partners so that they can adapt as needed to address the needs of the community. We will adapt our approach based on new learnings and information.
Operate with transparency	The Foundation will act with integrity and in open communication with the community.
Lean into systemic change	We will operate with a long-term view . We are committed to lasting, systemic improvements to the health and wellness of Natrona County residents.
Foster inclusivity and compassion	We will always be mindful of and guided by the importance of complete inclusivity of residents of all backgrounds . We will improve the ability of all voices in our community to be heard.



strategic plan

Mission: Build the foundation for lifelong health among Natrona County community members by advancing the mental wellbeing of young people through trust-based philanthropy and systems change

1. Build nonprofit capacity

We strengthen local organizations and community groups that support individuals

2. Foster community collaboration

*to change systems for behavioral health
We help ensure connection, coordination, & communication across our community*

3. Build public support & engagement

in community for behavioral health. We help foster community conditions that allow for organizations & individuals that work on behavioral health to thrive

