



**DREAM  
FACTORY**

**The Dream Factory® Inc.  
2021-2024 Strategic Plan Highlights**

**Date: June 1, 2021**

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## **I. MISSION**

The mission of The Dream Factory, Inc. is to grant dreams to children diagnosed with critical or chronic illnesses who are 3-18 years of age. To fulfill this mission, the corporation must continually pursue new ways of doing business to insure we can continue to provide our services to the children and communities which we serve. The intent of this 3-year strategic plan is to help the entire organization grow and succeed. While implementing this plan will impact the entire organization, the Executive Committee will be responsible for executing the strategies and initiatives agreed upon and evaluating the progress and success of these strategies and initiatives each year.

## **II. VISION STATEMENT**

The Dream Factory Inc. is committed to being the premier wish-granting organization of choice. This will be achieved by:

- 1) **Maintaining financial stability by growing gross revenues and program services to the 2019 level by 2024 (\$3.4 Million), through an integrated, diverse resource development program.**
- 2) **Growing and maintaining effective marketing and public relations programs, building long-lasting alliances within the healthcare and business communities which we serve.**
- 3) **Maintaining an efficient and dedicated human resource all-volunteer base to enable and drive the Corporation's mission and strategic plan.**
- 4) **Maintaining and efficiently utilizing information technology enablers.**
- 5) **Maintaining a high level of organizational effectiveness.**

## **III. STRATEGIES & INITIATIVES**

**STRATEGY #1 – Maintain financial stability by growing gross revenues to the 2019 level by 2024, through an integrated, diverse resource development program.**

**STRATEGY #2 - Grow and maintain effective marketing and public relations programs, building long-lasting alliances within the healthcare and business communities which we serve.**

**STRATEGY #3 - Maintain an efficient and dedicated all-volunteer human resource base to enable and drive the Corporation's mission and strategic plan.**

**STRATEGY #4 - Provide the necessary information technology infrastructure and support to achieve the goals of our long-term strategy.**

**STRATEGY #5 - Maintain a high level of organizational effectiveness.**

## **IV. Critical Success Factors**

**In order to attain the proposed strategies and initiatives, we must:**

- 1. Hold ourselves accountable to follow standard operating procedures, grow the number of children we serve and deliver the ultimate value for the funds entrusted to us.**
- 2. Effectively communicate our goals, strategies and initiatives throughout the organization.**
- 3. Ensure there is clarity and understanding throughout the organization regarding the roles and responsibilities of the individual chapters and the National organization.**
- 4. Enhance and strengthen the partnership between the chapters and National organization to increase trust and collaboration.**
- 5. Remain vigilant in protecting and enhancing our brand to increase awareness and funding.**
- 6. Continue to align future strategies to a business model of raising funds and fulfilling dreams.**
- 7. Ensure our efforts and focus elevates expectations, results and enthusiasm throughout the organization.**