Mission
Our mission is to change the way people experience health and healing using a unique Whole Child, Whole Family, Whole Community model.

Vision
Our vision is to...
- Pioneer new models of healing
- Redefine health and wellness in healthcare
- Include people of all abilities
- Create community systems that nurture connection and support

Programs
ITK has two primary programs:
1) A Hospital program that provides support to children, families, and staff in the hospital.
2) A Community program that offers healing therapies and wellness education to kids and families with health and medical needs.

Strategic Priorities 2019-2020
1. Expand and Enhance the Hospital Program
   - Conduct rigorous research and evaluation of the hospital program to quantify the impact on patients, families, and hospital outcomes
   - Develop the Integrative Touch educational platform and launch initial trainings
   - Develop an earned revenue model based on cost savings and improved patient outcomes
   - Develop current marketing and branding materials to expand awareness and replicate the program in other markets

2. Expand and Enhance the Community Programs
   - Run two one-day long Healing Retreats per year and collect/analyze outcomes data
   - Operate monthly Palliative Care Clinic and collect/analyze outcomes data
   - As revenue comes in from the hospital program 1) use funds to hire staff
   - Develop and launch feasibility plan for a Healing Center

3. Improve Board and Administrative Efficiency and Effectiveness
   - Recruit 3-4 new board members to help achieve program and revenue goals
   - Require that all board members participate on at least one standing committee
   - Review and revise ByLaws and explore moving corporate status to Arizona
   - Develop leadership, staffing, & consultancy plan and hire at least 1 new staff member
   - Increase revenue from grants, gifts, annual gala and earned revenue by 10%
   - Participate in bi-annual board training and education