Aspiration 2025
Earlier this year, we embarked on a highly collaborative process to create the boldest strategic plan ever in our 21 years as an organization.
ASPIRATION 2025

In three years we will **amplify our impact** and **accelerate change** in Georgia communities by **elevating youth voices**, **deepening relationships**, and **leveraging data** to champion health equity.
One Team, One Mission
MISSION

To champion healthy habits and transform environments where children live, learn, and play.

VISION

All children nourished and active.
Why?

Georgia ranks 38th in the nation in child wellbeing.
1 OF 4 children lives in food insecure homes, meaning they don’t have consistent access to affordable, nutritious food
3 out of 4 children don’t get enough physical activity.
These numbers increase for children who are members of Black, Hispanic and Indigenous families.
Theory of Change
We Believe that

**IF** we provide Georgia’s youth with **health-focused** programming, training, leadership opportunities, conducive environments, and opportunities,
THEN it will catalyze positive concrete change in overall youth health,
SO THAT Georgians are nourished and active for generations to come.
How we’ll do it
HOW WE’LL DO IT

STRATEGY 1

Deliver high impact learning experiences that foster healthy habits with a unique focus on youth voice.
HOW WE’LL DO IT

STRATEGY 2

Cultivate environments and conditions where children live, learn, and play by breaking down barriers to make the healthy choice the easy choice.
HOW WE’LL DO IT

STRATEGY 3

Serve as a **thought leader** harnessing our data, expertise, and collective experience to amplify a conversation to drive change in Georgia.
We are rooted in Georgia
HealthMPowers implements programming in over **100 communities across Georgia**, reaching over **300,000 children and youth** annually. And we plan to go deeper in each community—with a more holistic approach to **amplify our impact** and accelerate change.
The Building Blocks
THE BUILDING BLOCKS

STRATEGY 4

Build a clear, trusted, and recognized brand identity that communicates our mission, vision, and values to our key audiences
THE BUILDING BLOCKS

**STRATEGY 5**

Strengthen the *organizational foundation* to leverage data and deploy new technology across programs.
THE BUILDING BLOCKS

STRATEGY 6

Diversify and grow revenue to support organizational growth and sustain long-term impact
Centering youth and equity
CENTERING YOUTH AND EQUITY

We elevate youth voices through our work to embrace diversity, design relevant solutions and encourage leadership.
Our Culture Fuels Our Work
Diversity, Equity, Inclusion, & Accessibility (DEIA) informs every strategy to serve and do our best work.
We are **equity centered** as opposed to equality centered, focusing on communities with the most need.
We work as a **collective, collaborative, coordinated team** with a focus on the youth we serve.
Join Us on the Journey
THE EMPOWER FUND

Youth Leading the Way to Change the Health of a Generation

As a supporter of HealthMPowers, you share our commitment to the **health and wellness of children** and understand the incredible impact your gift can have in a child’s life.
WITH YOUR CONTRIBUTION TO THE EMPOWER FUND, EVERY YEAR WE CAN:

Activate 1,000 student health leaders to promote improvements in **healthy eating** and **physical activity** in their schools and communities
WITH YOUR CONTRIBUTION TO THE EMPOWER FUND, EVERY YEAR WE CAN:

Support **400** policies, systems, and environmental changes across organizations to ensure sustainability
WITH YOUR CONTRIBUTION TO THE EMPOWER FUND, EVERY YEAR WE CAN:

Positively influence the health behaviors of 130,000 youth through **training and education**
WITH YOUR CONTRIBUTION TO THE EMPOWER FUND, EVERY YEAR WE CAN:

Lead the conversation and drive change in Georgia
THE EMPOWER FUND

We know that healthy futures start with making healthy choices today.

Together, we will achieve a future where all children are nourished and active.

DONATE