



GOALS, OBJECTIVES, OUTCOMES AND RESULTS
2023-24

- GOAL:** To improve the lives of children with physical disabilities.
- OBJECTIVE:** To provide 250 children under the age of 21 with wheelchairs, assistive devices, or home/vehicle modifications by May 31, 2024
- OUTCOME:** These children and their families will benefit due to the increased comfort, safety, access, transportability and/or physical improvement dependent on the type of assistance we deliver.
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- GOAL:** To continue inclusion program.
- OBJECTIVE:** To host a minimum of 15 events (Wheely Fun Days) for the children we serve that will enable them to socialize and interact with each other and able-bodied children by May 31, 2024
- OUTCOME:** Our kids will benefit socially by meeting other children who face some of the same issues they face. The able-bodied children will benefit by gaining a better understanding of the challenges our kids deal with as well as recognize that they all share the same hopes and dreams and have many similar mindsets in relation to pop culture and play. This program will allow our kids the opportunity to live more fulfilled lives, learn social skills and thrive. They will know that they are not alone and despite their physical challenges, they are capable of doing so much more than they ever imagined.
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- GOAL:** Increase participation in our inclusion program, Wheely Fun Days.
- OBJECTIVE:** Have at least 350 children with physical disabilities and their families (Estimate 1,400 people) participate in our inclusion program through at least 15 Wheely Fun Days.
- OUTCOME:** The children will see that they are not alone and build lasting relationships. They will also learn that they can do so much more than they ever dreamed possible. The parents can share their experiences and recommendations as well as find a group of parents that share the same circumstances and support each other.
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- GOAL:** To increase our visibility.
- OBJECTIVE:** To have 35 online/newspaper/TV segments about us as well as increase our fans on Facebook to 7,500 and Instagram to 1,200 by May 31, 2024.
- OUTCOME:** Physical therapists and other caregivers as well as families, vendors and supporters will be more aware of the services we offer which will allow us to help more children. Vendors will see the value of working with us and funders can be confident that their donations are being put to good use. It will also bring awareness to the issues our families deal with every day.

GOAL: To continue to be fiscally responsible.
OBJECTIVE: To maintain our current ratio of over 80% of funding going toward program services.
OUTCOME: Donors can be confident that their donated dollars are being spent where intended; helping children with physical disabilities – the reason we exist!

GOAL: To increase financial revenue.
OBJECTIVE: To raise \$1,336,000.00 through individual, corporate, civic organizations and grant support as well as host 4 fundraisers (Wheely Good Time Auction, Jail and Bail, Golf Tournament, TBD)
OUTCOME: We will be able to hire additional staff which will allow us to increase the number of children served in our current programs.