



STRATEGIC PLAN 2024-2029

VISION To eradicate mass incarceration through innovative social entrepreneurship.

MISSION We empower justice-involved individuals to overcome adversity and reach their full potential.

VALUES

- Compassion
- Integrity
- Accountability
- Inclusion
- Innovation

Strategic Priorities	5-year Goal	Measure
Create sustainable program impact	Significantly reduce the incarceration rate by fostering comprehensive rehabilitation and support systems	<ul style="list-style-type: none"> • Recidivism • Diversion • Client well-being • Employment
Prioritize employee well-being	We will be an irresistible organization to belong to and work for	<ul style="list-style-type: none"> • Employee engagement • DEIB • Turnover
Build strong financial resilience	We will generate sufficient margins to support significant expansion	<ul style="list-style-type: none"> • Profitability • Net income growth
Build a supportive ecosystem that fosters innovation	We will diversify our revenue sources across multiple industries	<ul style="list-style-type: none"> • New entrepreneurial endeavors • Revenue diversification
Champion systemic changes within the criminal justice system	Deep, systemic changes that disrupt mass incarceration and support successful reentry	<ul style="list-style-type: none"> • Local policy impact • National policy impact