



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