



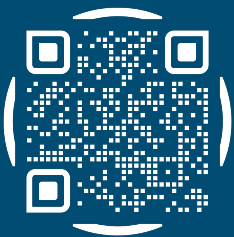
Strategic Plan

2026-2029

By 2029, BAYS will be a nationally recognized premier model of excellence anchored in purpose that inspires lasting change in individuals, families, and communities, while serving as a foundation from which other nonprofits flourish. As an accredited, top workplace, BAYS will cultivate a diverse, tenured team of passionate professionals who thrive in our values-driven culture that prioritizes employee health, mental wellness, and purposeful work.

BAYS innovative, adaptable approach will be powered by cutting-edge technology and resourceful solutions that remain fluid and responsive to evolving community needs. BAYS will achieve financial sustainability through a diverse funding portfolio including a robust donor base; county, state, and federal funding; and grants ensuring we are maximizing our impact.

BAYS will remain responsive, innovative, and unwavering in our commitment to inspire change in the individuals, families, and communities we serve.



BAYS

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(813) 372-0235

BaysKids.org

Connect With Us:





SUSTAINABILITY

Sustainability anchors the foundation we have built by aligning our systems and practices with up to date data and the evolving needs of youth and families, ensuring our work stays relevant, responsive, and rooted in what the landscape needs.



REACH

Reach anchors our ability to deepen mission impact by growing influence and expanding engagement across the communities and stakeholders we serve.



EXCELLENCE

Excellence anchors everything we do by driving continuous quality improvement across BAYS, supporting lasting growth, and impact.



PEOPLE

People anchor BAYS culture of empowerment through attracting, retaining, and developing a workforce that exemplifies the mission.



CONNECTION

Connection anchors innovation and strategy, building meaningful connections that enable sustainable impact.

Objectives

1. Modernize internal systems for stability and scale.
 2. Effective management of current infrastructure.
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Objectives

1. Participate in activities that enhance our external influence and impact.
 2. Implement targeted, intentional marketing strategies.
 3. Expand & scale programs that diversify revenue to broaden service capacity.
 4. Strengthen fund development strategies to increase revenue & expand donor engagement.
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Objectives

1. Capture and communicate measurable results.
 2. Drive innovation through continuous evaluation and data analysis.
 3. Elevate BAYS as a premier provider of individual, family, and support services.
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Objectives

1. Create an approach and process that promotes a pipeline for growth and succession planning.
 2. Recognize and support talent that exemplifies the BAYS mission.
 3. Create strategies for meaningful professional development at all levels within BAYS.
 4. Identify and leverage internal resources to promote best practices across the organization.
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Objectives

1. Amplify operational capabilities through technology solutions.
2. Create interconnective network that supports collaborative interactions.
3. Modernize security architecture.
4. Create a strategic framework that is responsive to needs, integrating technology, innovation, and communication.
5. Explore and implement cutting edge artificial intelligence.