

2023-2026

Strategic Plan

Mission

Lead the charge to brilliant outcomes for the children of our community by ensuring equitable access to the highest quality learning and care.

Identity Statement

We advance our mission and seek to provide high-quality care, learning, and support by serving a diverse population of children and families in King County through Early Learning, before/after school enrichment, summer learning programming, parenting support groups, and resource connection and referral. Our competitive advantage is our ability to serve a diverse community through our collaborative partnerships, which impact positive outcomes for children. We are sustainable with our revenue streams from fee-for-service, government contracts, and fund development focused on increasing our individual donors and foundation grants.

Statement created directly from an exercise in "The Non-Profit Strategy Revolution by David La Piana.

Equity Statement

We work to address the intersections of systemic racism, ableism, and other forms of bias in child welfare and education systems that perpetuate the inequalities faced by communities across our nation. We stand in solidarity with protesters and activists who condemn the deep-set structures of racial injustice that pervade America. Our goal is to redesign and implement anti-racist practices and policies – honoring Launch's commitment to our values of racial equity and the well-being of the whole person. We seek to remove historic barriers to educational equity.

Statement developed by the Launch Racial Equity Committee.



Launch



Growing Services

How can we grow in response to ongoing gentrification in Seattle, continued regional growth, and the impacts of the pandemic (the financial, psychological, territorial & isolation)?

Use a Continuous Quality Improvement (CQI) approach to understand Launch's capabilities for innovation and achievement of our mission and our Board's aspirational goals.

Determine current and future King County needs and demographics to identify potential gaps in services for communities/families.

Select the new/expanded services & approaches Launch will take to support families in King County, including new partnerships and new relationships with funders.

Implement & assess new services in support of current and future Launch families with a focus on partnerships, impact, and sustainability.

Thriving Workforce

How do we grow and retain a thriving, engaged workforce?

Identify adaptive solutions to increase the staff hired and reduce turnover rate including benefit and compensation packages.

Ensure staff is empowered to maximize their skills through professional development, resources, and equitable supports.

Equip supervisor roles with the tools they need to effectively manage diverse teams and supervise the success of individual staff.

Assess and improve equitable internal and operational policies, practices, and communications.

Determine the approaches Launch will take to advocate for a well-resourced, equitable childcare sector, including equitable work environments for childcare workers.

Engage & Support the Whole Child & Family

How does Launch support whole child and whole family engagement while providing services that equitably promote their success?

Define family engagement and clarify what is needed for families and children.

Identify Launch's capacity to engage families, including resources and staffing.

Develop internal systems that build community and collaboration among sites, families, and the organization as a whole.

Increase equitable access to key information and transformative engagement with families, including families with cultural, language, or ability differences.

Include diverse family and youth voices in key organizational planning and advocacy.