

# THE HOLE IN THE WALL GANG CAMP

## 2013-2017 Strategic Plan



### I. Grow Hospital Outreach<sup>®</sup> to serve more seriously ill children and families in existing and new locations

- A. Expand to new sites, balancing reach and need
- B. Enhance infrastructure to support growth

**GOAL:**  
33,000 hospital visits by  
Camp staff each year

### II. Bring Camp to the community and increase programming provided to families already served throughout the Northeast

- A. Create mobile Camp events and experiences throughout the Northeast

**GOAL:**  
30-40 events and  
1,100 -1,600 children engaged

### III. Create an evaluation and data-friendly culture

- A. Assess programmatic impact and satisfaction
- B. Use data to inform decision-making

**GOAL:**  
Greater organizational  
understanding of demand,  
satisfaction and outcomes

### IV. Foster innovation in all program offerings

- A. Engage stakeholders to continuously seek ideas extending Camp's impact
- B. Sustain Camp's culture of innovation

**GOAL:**  
Exploring and potentially investing  
in new, impactful ways to serve  
more seriously ill children

### V. Enhance physical plant and infrastructure

- A. Enhance the Camp facility to maintain and improve the quality of a camper's experience

**GOAL:**  
A Camp that continues to  
define excellence