

2009 Strategic Plan Summary

Our Mission

To promote the prevention of Spina Bifida and enhance the lives of all affected.

Our Vision Statement

We envision a world in which no babies are born with Spina Bifida. People living with Spina Bifida thrive in a barrier-free world that offers ready access to an array of effective treatment options and uniformly excellent medical care. Their individual life choices are not influenced by Spina Bifida and all experience rich and personally fulfilling lives.

Our Core Values

- **Collaboration** We value mutual respect and honesty as the cornerstones of all of our relationships. We employ teamwork and transparency to guide our efforts.
- **Commitment to Excellence** We aspire to hold ourselves to the highest standard and serve as champions of our cause, striving to be the best in all that we do.
- **Effective Voice** We work together to effect change and encourage informed advocacy on a personal, community and global level.
- **Inclusiveness** We embrace varied cultures, ethnicities and backgrounds, diversity of thought, innovation and creativity.
- **Integrity** We pursue our mission with honor, fairness and respect for all individuals while we act as good stewards of our mission and the public's trust.
- **Visionary Leadership** We lead with hope and serve with passion toward our vision for the future.



Spina Bifida Association
of Arizona

2009 Strategic Goals

◆ Outreach

By December 31, 2009 touch the lives of all those affected by Spina Bifida in the State of Arizona by locating all those affected.

◆ Prevention

By December 31, 2010 help SBA decrease the incidence of Spina Bifida affected pregnancies by promoting awareness through education in the community.

◆ Advocacy – Federal

By December 31, 2009 help support SBA increase annual funding for the National Spina Bifida Program (NSBP) and related federal programs to \$10M.

◆ Advocacy – State

By December 31, 2009 improve access, healthcare delivery and education for people with Spina Bifida by increasing grants from local government. Become acquainted with local government officials.

◆ Revenue Generation

By December 31, 2009 increase revenues to support a \$250 thousand annual operating budget and meet standards adopted by SBA for reserves.

◆ Capacity Building

By December 31, 2009 increase quality, consistency and scope of the local SBA support group presence. Also, have all chapter standards adopted by SBA met.



**Spina Bifida Association
of Arizona**