



HEALTH *by* DESIGN Strategic Plan 2026-2028

Mission + Vision

Our mission: Health by Design collaborates across sectors and disciplines to ensure communities in Indiana and beyond have the neighborhoods, public spaces, and infrastructure that promote healthy, active living

Vision: Healthy, thriving people in equitable, vibrant communities

Strategic Goal: Health by Design's work in communities throughout Indiana and beyond serves as a best practice for shaping the built environment, bringing urban, suburban, and rural residents together with government, planners, and partners in a way that honors local voices and promotes equitable health for all.

OUR PRIORITIES

Strategic Positioning



Embed deeply in the communities we serve. We'll grow partnerships with residents, governments, planners, and developers across urban, suburban, and rural Indiana, and measure our work so the health outcomes are clear.

Operations



Give staff and board clear expectations and the tools to succeed. Every role gets defined goals and KPIs, supported by better systems and HR practices from onboarding through professional growth.

Financial Resilience



Diversify mission-aligned funding. A multi-year financial plan will balance philanthropy, fee-for-service work, and local partnerships, with stronger storytelling to help grow each of them.