STRATEGIC PLAN

2025 – 2028

Inspiring wellness in all communities

wholespire

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INTRODUCTION

Since 2007, Wholespire has been inspiring wellness in all communities by informing influencers of change about sustainable and evidence-based strategies that increase access to healthy choices. Access to nutritious food and opportunities for physical activity are critical for preventing and managing chronic diseases such as obesity, diabetes, and heart disease. However, many people and communities face significant non-medical barriers to that impact their health. That's why we prioritize identifying and implementing best practices for expanding access for all people to nutritious food and to be physically active and thrive.

VALUES

Trust
We build and maintain strong, reliable relationships based on honesty, integrity and transparency. We foster collaboration, growing our network, and being a reliable resource for driving positive change.

Impact
We prioritize meaningful, measurable, tangible results by implementing innovative, data-driven solutions that are clear, feasible, and consistent with all aspects of our work. We continuously evaluate our efforts to ensure that our actions are purposeful, accountable, and focused on the greatest possible outcomes.

Excellence
We strive for the highest standards in all aspects of our work. Our commitment to excellence drives us to continuously improve, deliver exceptional results, and empower others to reach their full potential in the pursuit of positive community health outcomes.

Authenticity
We build trust through open, honest communication and cultivate genuine partnerships with local and state stakeholders. By listening to the community and staying true to our mission, we ensure that our actions align with our words, fostering meaningful collaboration and driving real, lasting health improvements for all.

MISSION & VISION

Mission
We provide communities with proven and sustainable approaches that lead to increased access to healthy choices for all people.

Vision
We want informed influencers and empowered communities who work together to ensure an equitable South Carolina, where everyone has access to healthy choices.

APPROACHES

1 Policy, Systems and Environment

Policy, Systems, and Environmental (PSE) strategies are critical components of Wholespire's mission. We foster sustainable change and promote holistic well-being at the community level. These types of strategies focus on changing the rules (policies), the way things are organized (systems), and the places where people live (environments) so that it's easier for everyone to make healthy choices.

2 Connect, Convene and Collaborate

Wholespire is a connector of individuals and groups with a shared interest, which leads to impactful partnerships and resource sharing. As conveners, we facilitate conversations among stakeholders to address specific challenges, problems, or opportunities. We collaborate with multi-sector stakeholders, engaging in joint efforts to develop solutions and achieve tangible outcomes.

3 Advocate

An advocacy approach involves strategies and actions taken to influence decision makers, raise awareness, or create change regarding a specific issue, policy, or cause. We build alliances with individuals, organizations, and communities that share similar goals to achieve health in policies. We also use advocacy to educate and move local governments to create healthier communities and to influence systems change that benefit the community.

4 Knowledge Sharing

Wholespire strives to create a cycle of continuous learning and application where each component strengthens the others and builds capacity for individual and organizational growth. By combining education ("the why" behind best practices and principles), training ("the how" to implement practices and principles), and technical assistance ("the support" during implementation), we help individuals refine their approach, align actions with goals, and continue improving.

STRATEGIC DIRECTIONS

Systems Thinking

Build capacity for systems change that creates opportunities for good health

Built Environment

Align efforts that support healthy built environments, active transportation, and community mobility

Policy & Advocacy

Strengthen advocacy through meaningful partnerships and positioning

Communications

Promote messaging that fosters mission clarity and intentional engagement

York County, SC

STRATEGIC DIRECTION 1

SYSTEMS THINKING

Build capacity for systems change that creates opportunities for good health

Addressing systems focuses on upstream, transformative change. Building the capacity of individuals, organizations, and collaboratives is critical in moving systems change forward.

Objectives

1.1 Provide capacity-building support related to systems change to organizations and collaboratives working toward improving opportunities for good health within their communities

1.2 Provide workforce and leadership development opportunities for individuals leading systems change in their communities

1.3 Grow mini-grant investments in systems change efforts promoting good health within local communities

1.4 Integrate youth engagement strategies and approaches into capacity-building support

1.5 Align opportunities for capacity-building with Healthy Palmetto

1.6 Evaluate mission-driven opportunities for partnership outside of South Carolina

Expected Results

Increased capacity to address and advance systems change at the individual, organizational, and collaborative levels

Stronger priority alignment and partnerships

Increased investment in opportunities for systems change

BUILT ENVIRONMENT

Align efforts that support healthy built environments, active transportation, and community mobility

> Better, more connected infrastructure that promotes community mobility and walkability is critical in improving health, economic growth, and engagement within a community.

Objectives

2.1 Convene and facilitate a statewide network of technical assistance partners, aligning support for healthy built environments, active transportation, and community mobility efforts

2.2 Provide training, technical assistance, and resources to communities working to strengthen opportunities for healthy built environments, active transportation, and community mobility

2.3 Intentionally connect healthy built environments, active transportation and community mobility efforts to other Wholespire priorities and partnerships

Expected Results

Strong network of state and regional partners

Increased local capacity to assess and improve the built environment and promote active transportation

Summerville, SC

STRATEGIC DIRECTION 3

POLICY & ADVOCACY

Strengthen advocacy through meaningful partnerships and positioning

> Advocacy is a core component of our mission, not just a method but a powerful strategy for creating lasting change at local, state, and systemic levels, ensuring that our efforts have a meaningful and enduring impact.

Objectives

3.1   Strengthen our grassroots advocacy network

3.2   Build capacity for local policy and advocacy efforts

3.3   Develop a media relations approach to support advocacy efforts

3.4   Increase staff and board engagement in advocacy

Expected Results

- Increased staff and board advocacy engagement

- Strengthened advocacy network

- Established media relationships that support campaigns

- Increased capacity for local policy and advocacy efforts

STRATEGIC DIRECTION 4

COMMUNICATIONS

Promote messaging that fosters mission clarity and intentional engagement

> Messaging matters and is a critical tool in advancing all of our organizational priorities and in fostering and strengthening relationships.

Objectives

4.1 Strengthen a lead development engagement approach to marketing and communications

4.2 Align messaging with multi-sector partners

4.3 Build core content pillars related to our priority approaches

Expected Results

Connecting leads to further opportunities for collaboration

Strong core content pillars utilized across the organization

Messaging that fosters shared language with multi-sector partners

Increased engagement with core supporters of our work

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