



# Strategic Plan

*January 2026*

## Mission Statement

We elevate the mental wellness of youth in Lancaster County.

## Vision Statement

All youth in Lancaster County experience mental wellness.

## Our Values

Caring

Collaboration

A whole-person approach

Advocacy

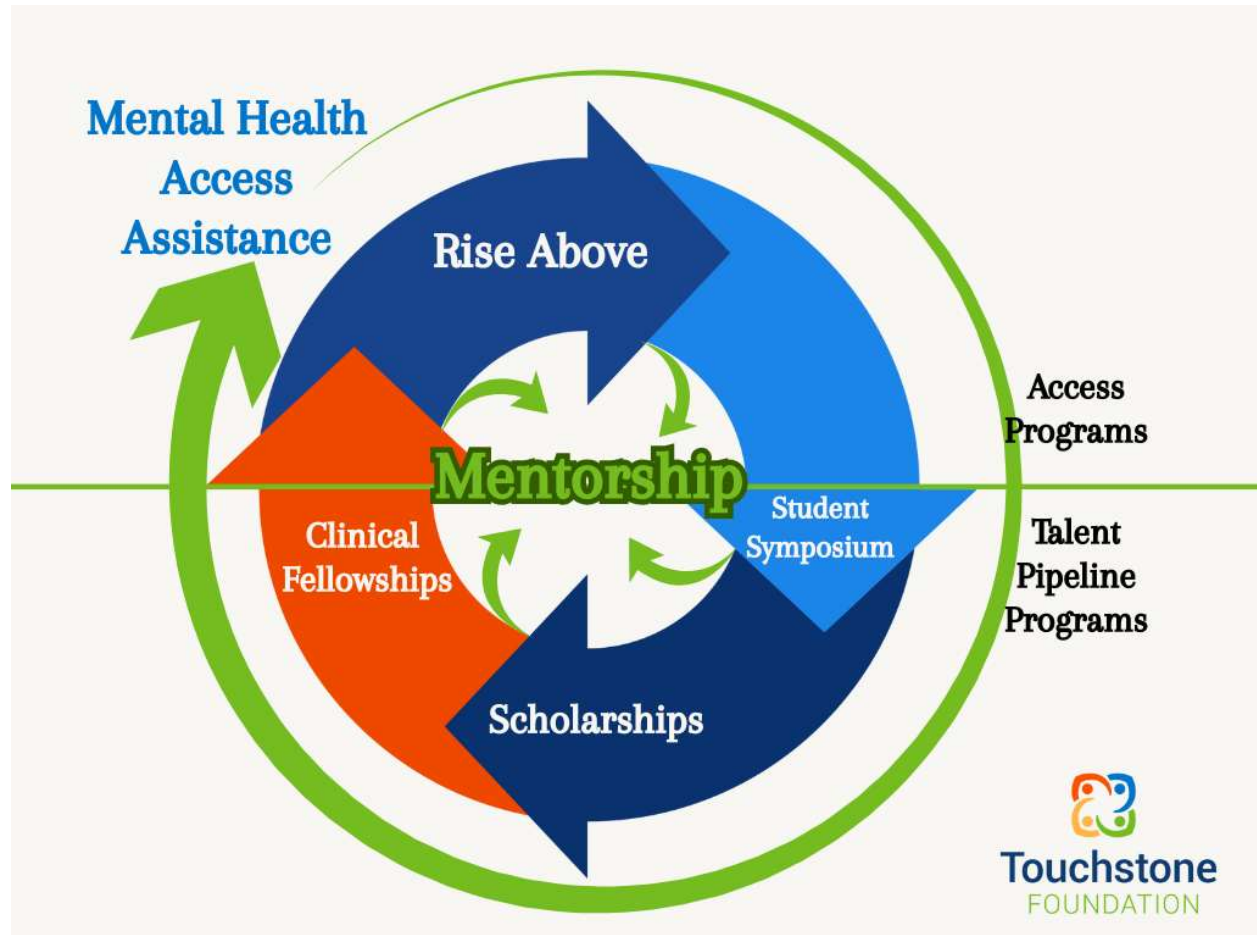
Visibility

## Our Big Question

How will we ensure that all young people experience mental wellness?

## Goals

1. **Increase Access** by removing financial and systemic barriers, creating awareness about mental health needs, and connecting youth to positive networks and purpose.
2. **Development of Mentorship Opportunities** for young people and early-career mental health professionals by training volunteer mentors and connecting young people to mentorship.
3. **Build the Talent Pipeline** by supporting student mental health career exploration, retaining licensed mental health professionals serving youth, and training early career mental health professionals.



## Programs, Outcomes & Impacts

- **Mental Health Access Assistance:** Help insured families and young people afford therapy by covering copays and deductibles for sessions with licensed clinicians
  - a. 2024: 64 clients received 2,414 therapy visits with 19 mental health providers
  - b. 2025: 81 clients received 684 therapy visits with 24 mental health providers (as of 10/31/25).
  - c. Reduce cost (co-pays) so that families and young people experience a decrease in financial barriers.



- d. Remove financial and systemic barriers to accessing mental health care; Help families and young people find care based on needs and preferences
- **Rise Above youth summit:** Teens learn mental wellness, empowerment, and self-advocacy
  - a. 2024: 29 students participated in two sessions.
  - b. 2025: 10 high school students participated in 12 sessions, 1 new student club started, 2 student clubs continued (students in clubs not counted); curriculum developed.
  - c. Students demonstrate increased knowledge, confidence accessing support for self or peers
  - d. Create awareness about mental health care and promote wellness to prevent youth suicide; Connect youth to positive networks and purpose, creating safe spaces for belonging; Develop youth advocates
- **Student Symposium:** Convene students to learn, connect about mental health careers
  - a. 2024: 75 students and early-career professionals attended
  - b. 2025: over 100 students and early-career professionals participated
  - c. Support student mental health career exploration to help more students pursue mental health careers; Assist students in identifying professional mentors to support career goals; Connect youth to positive networks and purpose, creating safe spaces for connection and belonging
  - d. Strengthening the pathway for students entering mental health careers; Deepen relationships with schools
- **Mental Health Careers Scholarships:** Provide undergraduate scholarships to help more local students pursue majors that lead to mental health careers.
  - a. 2024: 9 students pursued mental health careers at 2 universities
  - b. 2025: 2 new scholarships awarded, and 4 additional students continuing to pursue mental health careers at 5 colleges and universities.



- c. Support undergraduate students and increase the supply of licensed mental health professionals serving youth
  - d. Support undergraduate students to complete degrees that lead to careers as licensed, clinical mental health providers
- **Mental Health Clinical Fellowships:** Create a community of practice, cohort of pre-license fellows, and reimburse clinical supervision hours at local agencies and practices; provide continuing education, removing financial barriers to licensure.
  - a. 2024: 20 supervisors in 13 practices supporting clinical supervision for 30 pre-license fellows; 17 fellows graduated.
  - b. 2025: 23 clinical supervisors at 11 agencies are supporting 30 pre-license fellows, and 8 fellows graduated.  
A total of 46 newly licensed clinicians are now serving youth and families in Lancaster County since 2020.
  - c. Ensure at least 80% of newly licensed providers are retained in Lancaster County post-licensure, serving children, young people and families; Maintain 30 full-time fellows with 10 newly licensed per year; 40% belong to marginalized groups.
  - d. Build a talent pipeline and increase access to care by recruiting and retaining newly licensed therapists and counselors who provide mental health care to children, young people, and families in Lancaster County.