

Wonders Early Learning + Extended Day Strategic Plan

2026-2031



Mission

To cultivate curiosity, resilience, and social responsibility in children by fostering high-quality, nurturing, and inclusive educational communities led by skilled professionals

Vision

Wonders will be a local leader in early childhood and school age education by developing, providing, and advocating for exemplary, accessible, and responsive programming for children, families, and educators

Goals

Goal 1: Child-Centered and High-Quality Programs and Services

Sustain our strong commitment to high-quality child-centered standards, innovative and equity-focused teaching and learning, and partnering with community resources to help families thrive.

Goal 2: Well-Prepared and Professional Workforce

Invest in initiatives and activities that cultivate, promote, and maintain a dynamic community of diverse, high-performing, and respected educators and staff.

Goal 3: Sustainable Fundraising

Diversify and solidify our revenue sources to ensure the sustainability of Wonders and enhance existing programs by streamlining our fundraising processes and elevating our ability to fundraise through better technology, merchandizing, and professional services.

Goal 4: Community of Belonging

Ensure that everyone connected with Wonders—children, families, educators, and community partners—feels valued, included, and meaningfully connected.

Goal 5: Culture of Innovation

Promote and embrace innovation within Wonders' programs and services, reflecting insights in the fields of early childhood education and out-of-school time to improve teaching and learning outcomes, help children and families flourish, and prepare them for a rapidly changing world.

Goal 6: Strategic Communications and Marketing

Amplify knowledge of Wonders' programs and services through marketing and outreach to achieve enrollment goals in early care and education and out-of-school time programs.

Goal 7: Advocacy for the ECE/OST Sectors

Build and sustain capacity so that Wonders is recognized as a trusted and credible advocate for the early childhood education and out-of-school time sectors.

Goal 8: Strategic Board Oversight

Manage board infrastructure and establish processes to support strategic goals and initiatives and promote Wonders' long-term sustainability and program quality.

Board Message

The Wonders Board of Directors is proud to release our latest five-year Strategic Plan as we celebrate our 50th anniversary. We want to thank the Wonders staff and community for their contributions to the development of this plan. While a lot has changed in the last five decades for Wonders, the core of our mission remains the same: to teach children through play in a nurturing and inclusive community. This Strategic Plan builds upon the heart of what makes Wonders a special part of the DC-area community and highlights key actions for Wonders, both staff and board, that will lead Wonders toward another 50 years of serving children and families. Thank you for supporting Wonders now and in the future!

Executive Director Message

It is a most fitting recognition of our 50th anniversary to be launching the Wonders 2026-2031 Strategic Plan. This plan is a framework for building the next five years and beyond. The process of creating this strategic plan reflects some of the very important ways that we do our work: reflective practice and collaboration, thoughtful leadership, and inclusive principles. While the organization has changed over the past 50 years, our core values and mission have guided decision making and created a strong and connected community. I would like to thank the Board of Directors, and in particular, the Strategy and Innovation Task Force, for leading our strategic planning process and synthesizing many big ideas and feedback from Wonders current and former families, staff, and Board. Thank you to everyone who contributed to this smart and forward thinking plan. We hope you all will join us as we grow into the future!

Task Force Members

Colin Jones, Chair
Shana Bartley
Courtney Cason
Kristen Darling
Jamie Fragale
Jackie Reisner
Joanne Hurt, Executive Director

Wonder Board Members

Shana Bartley, President
Colin Jones, Vice President
Kristin Pfeiffer, Treasurer
Kristen Darling, Secretary
Anne Blakely-Patterson
Franca Brilliant
Richard Callaghan
Courtney Cason

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Elie Goldman
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