

2021-2024 STRATEGIC PLAN

OUR MISSION

Enable life-changing mentoring relationships to ignite the power and potential of young people.

OUR VISION

All young people realize their full potential.

#MENTORINGMATTERS
#BIGGERTOGETHER

GOALS

- Deliver impactful and accessible programming that meets the needs of youth and volunteers in our community
- Form community partnerships to offer more connections, services and referrals to youth
- Align service delivery around Theory of Change



GOALS

- Strengthen corporate and government partnerships
- Grow and diversify revenue sources and donor base



GOALS

- Adopt meaningful metrics that demonstrate outcomes
- Develop targeted communication strategies to all stakeholder groups



GOALS

- Embed Justice, Equity, Diversity and Inclusion principles throughout the organization
- Improve connectedness and foster a sense of community across all stakeholders
- Strengthen recruitment and retention
- Modernize work environment

