



Big Brothers Big Sisters
of Peel



STRATEGIC PLAN 2018-2020



Trending Now: Mentoring into the Future

VISION

Children and youth will realize their full potential through the power of mentoring

MISSION

Big Brothers Big Sisters of Peel inspires and empowers children and youth through mentoring and supportive relationships

VALUES

Caring, Collaboration, Inclusiveness, Integrity and Trust

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PILLAR	GOALS
<p>Increasing Our Impact</p> <p>To increase our impact by consistently delivering evidence-based mentoring services to more communities across Peel.</p>	<ul style="list-style-type: none"> • Foster a culture of learning and provide ongoing training for staff and volunteers to meet the specific needs of the populations of youth we are serving • Embed opportunities for youth voice in our program planning and delivery • Focus on an outcome-based service delivery framework for measurable and sustainable impact that is aligned with collective planning on services for children and youth, at local, regional, provincial and national levels
<p>Enhancing Our Sustainability</p> <p>To have a movement that is fit for current challenges, structured to succeed, and supported by diversified, long-term, and adequate levels of revenue</p>	<ul style="list-style-type: none"> • Seek new and innovative revenue creation streams to diversify the existing resource development strategy • Adapt BBBSP resource allocation and financial management practices to meet the deliverables and reporting required from the increase in government-funded programs
<p>Amplifying Our Voice</p> <p>To build awareness of the benefits of mentoring – driving greater commitment to mentoring, volunteerism, and supportive public policy</p>	<ul style="list-style-type: none"> • Collaborate with diverse community partners for program design, development and delivery to best serve the emerging needs of children, youth and families in the most effective way • Enhance the awareness of the impact of mentoring and the brand awareness of BBBSP at large, through effective public education, marketing and communication strategies • Develop innovative and targeted strategies for recruitment, motivation, recognition and retention of diverse groups of volunteers, including youth, that reflect the changing demographics of the community
<p>Strengthening Our Leadership</p> <p>To build strong staff leadership and a governance volunteer base that reflect the values, skills, and experience necessary for our future</p>	<ul style="list-style-type: none"> • Develop strategies which support the development of staff, board and volunteers while enhancing the culture of transparency and growth in the organization (talent management/compensation/recruitment/retention/succession planning) • Continue to strengthen the training programs for all staff and volunteers, with a particular focus on Equity, Diversity & Inclusion (EDI)

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United Way
Greater Toronto