



STRATEGIC PLAN 2020 2024



**Big Brothers
Big Sisters**
OF SOUTH HURON

<https://southhuron.bigbrothersbigsisters.ca>

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A MESSAGE

From our Executive Director

I have had the privilege of serving on the Big Brothers Big Sisters of South Huron team since 2006 when I started as a Mentoring Coordinator. In 2019, I transitioned into the role of Executive Director. Reflecting on my time with the agency, I am extremely proud of the resilience we continue to demonstrate in the face of many challenges. To me, this shows what a strong and supportive community we live in. This strategic plan is a fine example of this. Together, with the support of a strategic planning consultant, our strategic planning process gave us an opportunity to take a step back to review our agency and gain a deep understanding of what success looks like and how we will get there

Our 2020-2025 Strategic Plan sets a clear and promising future for our organization. It gives us a roadmap that will guide our decisions to ensure we maximize our impact on young people and continue to do this important work for many years to come.

Our most significant priority over the next five years is to achieve sustainable, continuous and reliable funding. One of the ways in which we will do this is to continue focussing our efforts on The Little Shop, our children's consignment store that very successfully opened in 2019. Not only does The Little Shop help to cover overhead costs, it increases our visibility in the community.



Amy Wilhem

For a LITTLE shop, it's a BIG deal! Another priority is to continue to grow the revenue we receive through grants, fundraising events and donations from individuals and organizations in our community. With our new mission, vision and brand – all in alignment with our National organization – we are well positioned to achieve these goals and become an integral and influential leader in South Huron and surrounding area. We believe our 2020-2025 Strategic Plan is both realistic and attainable. I would like to sincerely thank all those who have been involved in its development. The planning process has been another shining example of how I have always felt backed 100% by our board, staff, volunteers and families. I am thrilled to be a part of the Big Brothers Big Sisters movement knowing that we are igniting the power and potential of young people in our community. We are #BiggerTogether. I thank you for your ongoing support and ask that you stay connected with us throughout our journey from 2020-2025.

A MESSAGE

From our Board President

Tracey McPherson



My involvement with the Big Brothers and Sisters began in 2003 as a Big Sister in a summer mentoring program and a Big Bunch volunteer. I, like the agency, have continued to grow and learn about the need to set goals and have a clear direction to move forward. This strategic plan and the challenges to get here has truly shown that as an agency we can serve the young people and families in our community by igniting our own agency potential to help others realize their potential.

Thank you to the board of directors and our dedicated executive director for working so hard on this strategy. The board and staff have participated in several group workshops to help us understand where we were as an agency, where we want to go, and how to focus to get there.

Rebranding at the National Office has helped us to refocus and guide us through this strategy development. National provided the platform on which we could build our own local strategy and create more awareness of the need for Big Brothers, Big Sisters to deliver mentoring programs to young people in the community.

Thank you also to our incredible community of volunteers, partners and families we serve. Information gathered through our stakeholder surveys provided local insights to complete our strategy. We all played a part in developing this plan and I am confident we can overcome any future challenges to achieve the goals we set out.

"Goals give you a mark to shoot for and keep you motivated when you face adversity."

~ Benjamin Watson

OUR MISSION

We enable life-changing mentoring relationships to **ignite** the power and potential of young people.

OUR VISION

All young people realize their **full potential**.

WHO DO WE SERVE?

Young people who face adversity AND are in need of an additional consistent and supportive developmental relationships.

HOW DO WE IGNITE POTENTIAL?

By creating the space for a mentor and mentee to build a developmental relationship that expresses care, encourages growth, provides support, shares power, and expands possibilities.

By providing mentoring services that:

- Intentionally recruit volunteers based on the needs of young people in our community
- Match young people with a professionally screened volunteer mentor
- Monitor and support the match with a professional caseworker
- Graduate the match relationship to natural supports

By offering the following program programs:

- Traditional Mentoring
- In School Mentoring
- Big Bunch

WHAT IS THE IMPACT?

- ✓ Greater social emotional competence
- ✓ Improved mental health & well-being
- ✓ Increased educational engagement & employment readiness



OUR VALUES



We've Got **BIG** Plans

Our 2020-2024 strategic priorities fall into Five categories:

- Impact
- Revenue
- Programming
- Staffing
- Brand Awareness



Increase our **IMPACT**

OUR GOAL

is to service more children and reduce our wait list.

WE WILL GET THERE BY

- 1.increasing agency awareness,
- 2.recruiting and maintaining volunteers and
- 3.increasing revenues for growth and sustainability.



Increase our REVENUE

OUR GOAL

is to increase revenue and sustainability so that our agency may continue to grow

WE WILL GET THERE BY

1. acquiring adequate funds
2. increasing our sustainable funding
3. expanding our profits by building on current events



Increase our PROGRAMMING

OUR GOAL

is to expand our service to areas who have had their local agency close their doors (specifically Northern Huron county and Perth County)

WE WILL GET THERE BY

1. seeking additional funding from Community Foundations, United Way and grants
2. providing presentations to service clubs in the targeted areas, seeking their support
3. increasing our staff



Increase our

STAFFING

OUR GOAL

is to increase staff hours so that we can meet the increase in demand for our service

WE WILL GET THERE BY

1. seeking additional funding
2. continue to promote the value of our programs



Increase our

BRAND AWARENESS

OUR GOAL

is to increase our brand awareness and marketing within the community

WE WILL GET THERE BY

1. increasing staff hours to allow more time for marketing
2. partner with local BBBS agencies to secure funding for a joint marketing staff



STRENGTHS

- Hardworking and dedicated staff with a strong sense of community
- Strong and passionate community supports
- Visible and involved within community
- Compassionate understanding from board through to community for issues facing today's youth, especially poverty, mental health, rural isolation
- Experienced trained role models as mentors with long history and strong track record

WEAKNESSES

- Increasing workload with limited resources
- Securing sustainable funding
- More demand for mentors to decrease wait list
- Aging community, with increasing requests to them for time and money
- Urbanization movement; costs more to live in rural, with less supports so young families moving out of region, if not connected to job or family here

OPPORTUNITIES

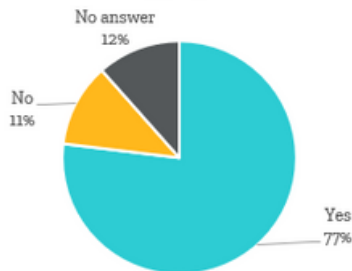
- Combine several small fundraisers into a few larger ones
- Increasing awareness and visibility with office now in Exeter, inside The Little Shop
- Increase funding and awareness through social media
- Potential to expand geographic area to serve more families and secure more volunteers
- Increased funding streams; The Little Shop, Ministry of Education, Service Clubs, United Way Perth-Huron, Grand Bend and South Huron Community Foundations

THREATS

- Staff, volunteer, board and donor fatigue
- Regulations for funding and finances
- Rural geographic area with limited service, makes it difficult for programs and fundraising
- Depending on The Little Shop to cover expenses for office space, utilities, and operations.
- Security threats regarding IT

Internal Stakeholders INPUT

Do you feel that the process from the time you inquired to the time you got approved was appropriate?



I felt it was the best way to give back to the youth of the community. Also because I wanted the opportunity to be a positive role model for kids within South Huron.
~ Big Bunch Volunteer

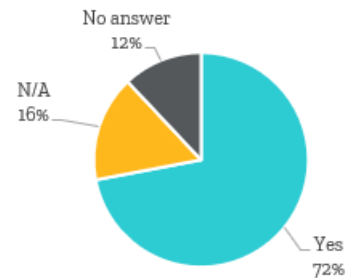
I decided to volunteer with Big Brothers Big Sisters of South Huron to give myself purpose and be a positive role model for a child that could benefit from me.

~ Big Brother

Absolutely, couldn't have asked for a better match

~ Big Brother

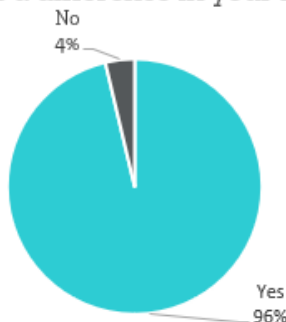
If you are matched (or have been in the past), do you feel that we were successful in matching you with a compatible mentor/mentee?



The organization is great at making kids feel safe and important while also having fun ~
Big Bunch Volunteer.

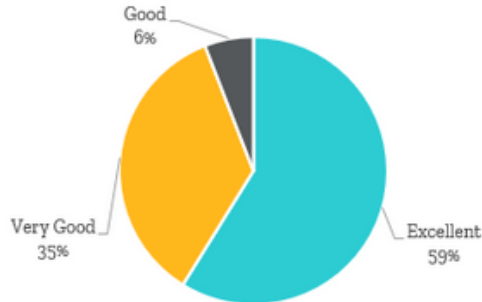
You also extend your help to the whole family not just the child in the program.....very grateful
~ Parent

Has being involved with Big Brothers Big Sisters of South Huron made a difference in your life?



External Stakeholders INPUT

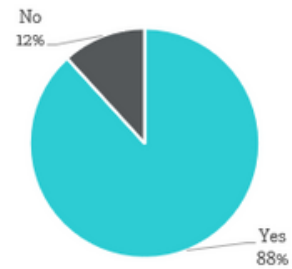
How do you rate the value of our partnership/relationship?



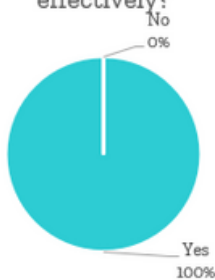
A foster child we had staying with us was part of this group. He blossomed and became more confident spending time with other children
~Community Partner

You have a strong connection to school community and are a valuable support for our vulnerable kids
~School Partner

Do you feel that Big Brothers Big Sisters of South Huron is visible within the community?



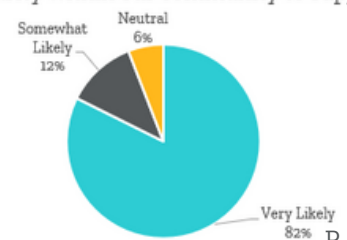
Do you think that Big Brothers Big Sisters of South Huron uses their resources efficiently and effectively?



Your passion for supporting children is very clear. You do everything you can to make the organization viable.
~Community Partner

We are always pleased and proud to support this great organization.
~Community Partner

How likely are you to recommend Big Brothers Big Sisters of South Huron as a charity within our community to support?



Thank you to our community and
partners who make our
BIG dreams possible.



<https://southhuron.bigbrothersbigsisters.ca/donate/>

