



STRATEGIC PLAN 2025 2028



**Big Brothers
Big Sisters**
OF SOUTH HURON

<https://southhuron.bigbrothersbigsisters.ca>

TABLE OF CONTENTS

- 3 MESSAGE FROM OUR EXECUTIVE DIRECTOR
- 4 MESSAGE FROM OUR BOARD PRESIDENT
- 5 THEORY OF CHANGE
- 6 OUR VALUES
- 7 - 12 OUR STRATEGIC PRIORITIES
- 13 INTERNAL STAKEHOLDERS INPUT
- 14 EXTERNAL STAKEHOLDERS INPUT

A MESSAGE

From our Executive Director

Amy Wilhelm



Since 2006, I have had the privilege of being part of the Big Brothers Big Sisters of South Huron team. Reflecting on my journey, particularly over the past five years, I am incredibly proud of our agency's growth and the meaningful impact we continue to have on youth in our community. This strategic plan highlights both our achievements and our vision for the next four years. Through our recent strategic planning process, we took a step back to assess the agency, reflect on our goals, and thoughtfully determine how we will achieve them successfully.

Our 2025-2028 Strategic Plan charts a clear and promising path for the future of Big Brothers Big Sisters of South Huron. It provides a focused roadmap to guide our decisions, ensuring we continue to make a meaningful, lasting impact on the youth we serve. We believe our 2024-2028 Strategic Plan is both realistic and attainable.

At the heart of everything we do is our focus on the Theory of Change. This framework drives our mission to foster life-changing mentoring relationships that ignite the power and potential in young people. Our goal is to support youth who face adversity AND require a consistent, supportive developmental relationship. We are committed to making a meaningful impact on social-emotional competence, mental health and well-being, and educational engagement and employment readiness.

A key priority for the next four years—one that has consistently remained crucial—is securing sustainable, continuous, and reliable funding. The reality is that the work we do requires financial resources. Remarkably, 96.5% of our annual budget over the past year has come from internal efforts, including community donations from individuals and service clubs, fundraising, grants, the United Way Perth Huron, and our social enterprise, The Little Shop. Although this percentage may shift slightly over the next four years, the reality is that most of our funding will continue to come from these internal sources. While this demonstrates incredible community support, it also presents ongoing challenges in maintaining our capacity to serve and support the youth in our community.

I want to personally thank everyone who has contributed to the development of this plan and those who will be involved in its implementation. The time and commitment invested in the planning process is yet another testament to the unwavering support I've always felt from our board, staff, volunteers, and families. This support grounds me and fuels my desire to be part of such a meaningful movement. We are #BiggerTogether because of each and every one of you! I am grateful for your continued support and hope you will stay connected with us throughout our journey from 2025-2028.



A MESSAGE

From our Board President

Lauren Beer



The beginning of a new Strategic Plan is an exciting time for community organizations. While we do our best to keep our key pillars in mind in everything that we do, the formal process of strategic planning allows our team and our board the time to reflect on the many ways we have grown and changed since that last plan was written.

We have grown our team, our board and the number of young people and families served exponentially. We navigated a global pandemic and supported our community to build back stronger opportunities for mentorship and support. We launched a successful social enterprise, The Little Shop, which fills a crucial gap in our community and creates sustainability for the work that we do every year. We expanded our service area to include underserved communities, offering an opportunity for more young people in Huron County to reach their full power and potential. The past 5 years have been a time of growth, change, determination and possibility for our organization. There were many moments when we wondered if we would survive, or if we would be able to adapt and adjust the work we do to meet the growing demand of our community and its members. It wasn't always an easy journey, but we have come through the past 5 years stronger than ever, and better poised to tackle the challenges and celebrate the triumphs of our community for years to come.

As we look forward to the next 4 years, our board and our team are excited for the endless possibilities that lay before us. The opportunity to continue to expand and grow our programs, reaching more young people, families and community members than every before. We are excited to continue building our network of partners and collaborators in every community we serve, and to create new opportunities for engagement.

On behalf of the board of directors, I want to thank our community for your ongoing support. Thank you for the ways in which each of you show up for our families and participants, for fundraisers and events, and in the many ways you donate to our movement. We cannot do the work we do without the steadfast support of our community.

Thank you to our volunteers and staff members, for your unwavering dedication and hard work. You are the many hands that keep us moving forward and ensure that we can answer the needs of our community.

And to the young people and families that allow us to participate in your lives – thank you. Thank you for allowing us into your homes and communities, and for trusting us to create opportunities for mentorship and friendship. You are the reason we do what we do.

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 2025-2028 strategic priorities fall into **Five** categories:

- Programming
- Revenue
- Awareness
- Impact
- Community Partnerships



Increase our

PROGRAMMING

OUR GOAL

is to deliver more services to youth, ensuring timely access to mentorship and support for all youth in need.

WE WILL GET THERE BY

- increasing school impact through providing more school based programming
- increasing the number of young people served throughout all of our programming
- reducing our waitlist



Increase our REVENUE

OUR GOAL

is to increase our overall revenue, ensuring long-term sustainability and greater impact for our programs and services.

WE WILL GET THERE BY

1. seeking out new long-term funding sources
2. fundraising with the intention to create BIG impact
3. increasing The Little Shop revenue by 25%



Increase our AWARENESS

OUR GOAL

is to increase community awareness and engagement, amplifying our mission and broadening our support network.

WE WILL GET THERE BY

1. planned advertising through-out the year
2. community outreach/events
3. providing a variety of volunteer opportunities



Increase our

SOCIAL IMPACT

OUR GOAL

is to enhance our social impact by fostering an inclusive, supportive environment that empowers all youth and strengthens community connections.

WE WILL GET THERE BY

1. ensuring programs are safe, accessible and welcoming for all
2. ensuring our organizational culture and operations reaffirm our commitment to Equity, Diversity and Inclusion



Increase our COMMUNITY PARTNERSHIPS

OUR GOAL

is to strengthen and expand community partnerships, enhancing support networks and opportunities for families and youth.

WE WILL GET THERE BY

1. increasing community access points for families and youth
2. partnering with other community providers to increase access to other services for families
3. expanding opportunities for youth, beyond our programming



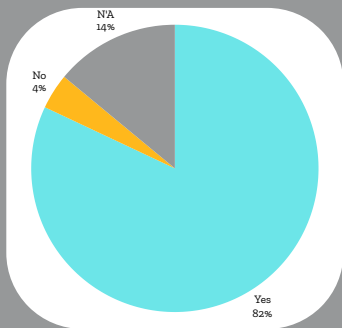
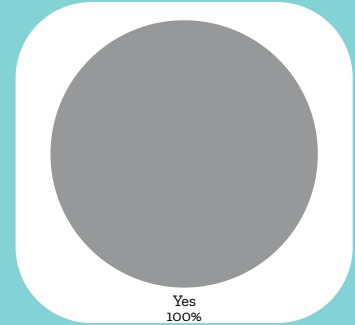
Internal Stakeholders

INPUT

Do you feel safe, included and welcomed when participating in Big Brothers Big Sisters of South Huron programs?

The staff is so welcoming and happy. It's a safe environment for the volunteers and children. I am grateful for the team at South Huron, they do an amazing job with everything they do.

~ Big Bunch Volunteer



Was the approval process straightforward, accessible, and easy to understand?

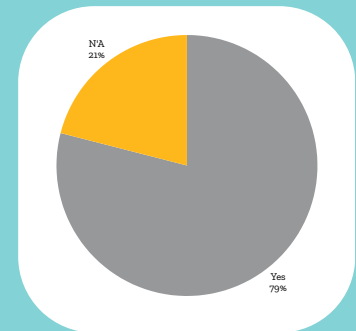
We understand that standards need to be followed

~Fundraising Volunteers

If you are currently or have previously been matched, do you feel we successfully paired you with a compatible mentor or mentee?

100% we are like two peas in a pod and always have so much fun together with my laughs and smiles!

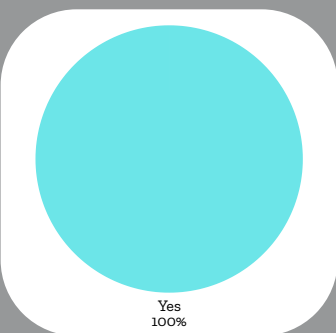
~ Big Sister



Has your involvement with Big Brothers Big Sisters of South Huron made a positive impact on your life?

Being able to assist with such a good cause and what could make an impactful difference in the future of the children feels very positive.

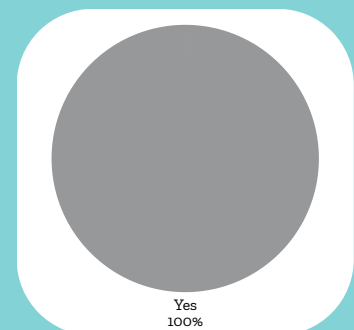
~ Fundraising Volunteer



Do you believe that Big Brothers Big Sisters of South Huron has a strong presence in the community?

BBBSSH is very well known in our area. They are also out there making sure people do know their name. They are very good at making sure the community is aware of what program and events they have.

~Big Bunch Volunteer



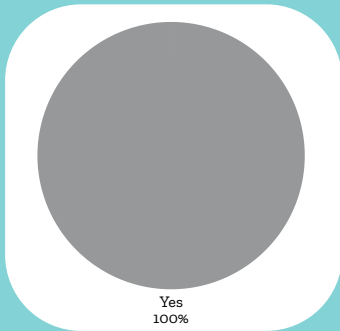
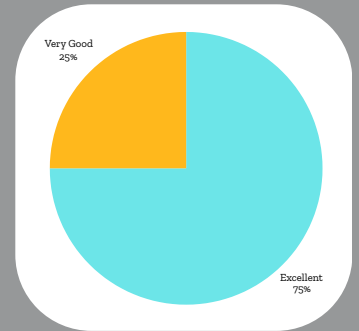
External Stakeholders

INPUT

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

We count on our open and positive relationship with BBBS to coordinate programs, provide information to the community through Open House presentations, newsletter info etc.

~ Principal



Do you believe that Big Brothers Big Sisters of South Huron has a strong presence in the community?

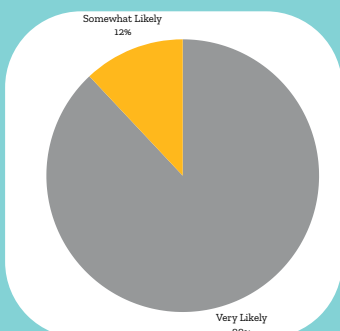
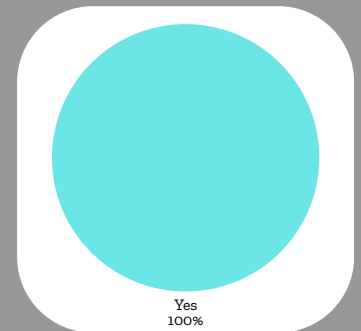
I see lots of things in the community and on social media promoting BBBS.

~ School Resource Teacher

Do you think that Big Brothers Big Sisters of South Huron manages its resources efficiently and effectively?

The resources provided to the schools are amazing and well thought out.

~ School Resource Teacher



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

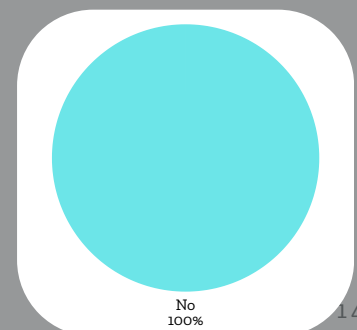
Very likely as I recognize the needed and valuable support provided to children and youth who truly need it

~ Principal

Do you have any concerns with being associated with Big Brothers Big Sisters of South Huron?

I am very proud of BBBSH and am amazed every day the incredible impact you have. Well Done!

~ Municipal Leader



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



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

