

STRATEGIC PRIORITIES 2023-2026



**ADVENTURE
4CHANGE**

Impact Communities · Inspire Change

**Pathway to our
Sustainable Future!**



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Message from the Executive Director

It is with great excitement and gratitude that I present to you our strategic plan for the next 3 years. “A journey of a thousand miles begins with a single step” – Chinese Proverb, Laozi. This step for us was a decision by the board in November 2022, to launch the commencement of our strategic plan. With the support of Capacity Canada, and after multiple meetings with stakeholders, an audacious 3-year plan was put in place. This journey has revealed to us that at Adventure4Change, growth is an intentional and continuous choice with sustainability as the end goal.

As we work towards sustainable community development through partnerships and funding, we are inspired to create an organization that endures for a long time to continue the good work in a niche community. We continue to inspire our community to self-discover using the A4C model. This allows us to move an inch closer to achieving our goal of preventing poverty and negative life trajectories. Overall, this is the goal that drives our organization and the reason we work hard to serve our community.

I would like to use this opportunity to thank our partners, donors and every contributor that has made this strategic plan come true. As we tidy up our tactical plan and work on our case for support, we ask that you keep your doors open as we make requests that will help execute our strategic plan in the next 3 years.

On behalf of the A4C Team,



Oluseun Olayinka,
Executive Director

Message from the Board Chair

Announcement: Adventure4Change's New Three Year Strategic Plan

Today, Adventure 4 Change is proud to announce a new three year strategic plan. It is a result of careful planning and hours of thoughtful conversations leading us to a new mission, vision and set of values that will provide focus and are a reflection of our unique purpose.

This plan outlines three key focus areas: Grow our impact, Build Community and Invest in our people. Our staff and Board members agree that these priorities set the stage to address the growing needs of youth and families in our local community. It also will prioritise an ongoing sustainability model focused fundraising, staff development and partnership with existing community facilities and organizations.

This is a great opportunity to continue to make a big impact in the lives of our neighbours and build a better community for all.

For more information about Adventure 4 Change, and our new strategic plan, or to get involved, please don't hesitate to connect via our website, or reach out directly.

Regards,



Corrie Ballantyne,
Board Chair

Vision

Changing our world by inspiring people toward lives of self-worth, respect, opportunity and contribution.

Mission

Adventure4Change contributes to children, youth and their families realizing their unique potential to create impactful change.

Values

We nurture **Growth** by building trust that inspires **Connections** and tailored **Care**, while ensuring **Inclusion** and **Contribution**.

Growth
Inclusion
Connection
Care
Trust
Contributing



Strategic Priorities 2023-2026

Invest in our People

Grow our Impact

Build /Expand
Community



STRATEGIC PRIORITY: INVEST IN OUR PEOPLE

By creating a diverse, inclusive, accessible and innovative environment for staff and volunteers.

GOALS

STRATEGY

Demonstrate excellence in talent retention and recruitment

- Become an employer of choice
- Establish short and long-term succession plans for leadership positions
- Understand market circumstances and implement a comprehensive compensation plan
- Review and update human resource policies, practices, and procedures
- Establish and support an internal framework focused on advancing equity, diversity, inclusion, truth, and reconciliation through out A4C
- Enable learning opportunities to advance an equity, diversity inclusion, truth and reconciliation focus throughout A4C

Build the diversity of our Board, staff, and volunteers

- Implement new methods of attracting, engaging and retaining staff, Board and other volunteers from diverse communities.

Enhance staff and volunteer engagement

- Implement a strategy for staff engagement
- Create learning opportunities to further personal and professional development
- Promote a culture that fosters organizational health and well-being



STRATEGIC PRIORITY: GROW OUR IMPACT

By creating a healthy organization that is financially viable, a place where people want to work and volunteer, and the community is proud of what we do

GOALS STRATEGY

Ensure financial sustainability

- Create and implement a stewardship strategy with a focus on current donors, new communities, major donors, and blended giving
- Build a comprehensive revenue plan that will strengthen and diversify revenue streams
- Implement a dynamic marketing plan that directly links to program growth
- Execute a purposeful grant strategy

Advance our Community Impact

- Continue to innovate and implement best practices in programs and services
- Design and execute programs that further advance the potential of program participants
- Create and implement a digital integration strategy to support operational efficiencies
- Execute a comprehensive community engagement plan



STRATEGIC PRIORITY: BUILD/EXPAND COMMUNITY

By bringing the community together around shared values and goals to ignite change

GOALS

Expand, initiate, and activate communities of partners

Create a sustainable location for A4C Community Hub

STRATEGY

- Create opportunities to advance innovative solutions for identified challenges and opportunities within our community
- Build on current relationships to raise awareness provide opportunities to tell the A4C story
- Advance the marketing strategy to encourage the use of A4C training programs
- Seek out permanent space for A4C





ADVENTURE 4CHANGE

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Inspire Change*

