



Big Brothers
Big Sisters

OF GREY BRUCE WEST SIMCOE



STRATEGIC PLAN

2024-2026



VISION

To create communities where young people belong and are empowered to unlock their potential

MISSION

Provide one-to-one and group mentoring programs that foster growth and build community

The following five pillars were developed through a comprehensive strategic planning process that involved contributions from Board, staff, volunteers, youth, supporters and community members alike. Each focus area acts as a guide, strengthening our mission and enhancing our vision of supporting youth and families.

Service Delivery:

Enhance and expand impact through innovative programs, collaboration, training and compliance.

Belonging:

Strengthen through increased engagement and enhanced diversity, equity and inclusion.

Outreach:

Broaden through recruitment, communication, community partnerships and engagement.

Infrastructure:

Optimize through processes, standards, systems and being 'Employer of Choice'.

Financial Resilience:

Establish through core sponsors, multi-year grants, investments and strong financial policies.