

STRONGER TOGETHER

bgc Toronto Kiwanis – 2022-2026 Strategy



OUR VALUES

BELONGING
RESPECT
ENCOURAGEMENT
WORKING TOGETHER
SPEAKING OUT

OUR MISSION

To provide safe, supportive places where children and youth can experience new opportunities, overcome barriers, build positive relationships, and develop confidence and skills for life.

OUR VISION

All children and youth discover and achieve their dreams and grow up to be healthy, successful, and active participants in society.



STRONG CLUBS

Priorities:

- Ensure excellence and diversity in our leadership (staff and board)
- Maintaining facilities in a state of good repair

We will:

- Continue to ensure our leadership represents the diverse community we serve
- Refine board and staff mentoring programs and succession planning
- Enhance processes to support strong employee performance and growth
- Identify and monitor immediate facility needs and plan for necessary future repairs



STRONG VOICE

Priorities:

- Engaging our communities through excellent communication
- Strengthening the bgcTK brand

We will:

- Deploy accessible communications to increase engagement with children, youth, parents, donors and the community we serve
- Refine, build, and promote the bgcTK brand through consistent use and engagement with the community



STRONG

COMMUNITIES

Priorities:

- Building up bgcTK's presence in our communities
- Demonstrating the impact of our member-centric programming

We will:

- Ensure sustainable operations in our communities
- Deliver value-add programming that is responsive to community needs and sets our members up for success
- Invest time and resources to develop impact metrics and reporting capabilities



STRONG TOGETHER

Priorities:

- Ensuring long-term financial sustainability
- Continuing to develop and grow impactful partnerships

We will:

- Develop and execute a strong donor engagement plan
- Enhance relationships with our existing and new community and corporate partners
- Engage with school boards to evaluate and serve new demands in school facilities

