



STRATEGIC PLAN 2020 2022



Big Brothers
Big Sisters
OF LONDON AND AREA

www.BBBSOLA.org

HOW WE GOT HERE

A message from our Board Chair



Alison Fantillo, Board Chair

In the history of our organization, there has perhaps never been a more pressing need for a new strategic plan. The mentoring movement across Canada is currently undergoing incredible change and momentum as it establishes itself as a critical service for young people.

With a new Executive Director and accreditation under our belt, the time is right to launch our new strategic plan. Our previous planning horizon was five years. This round, knowing how dynamic the industry is, we've opted for a two-year plan to ensure flexibility and ongoing relevance. Even over the course of two years, we know we will need to re-evaluate regularly to ensure alignment with our national organization's priorities, local community needs, and non-profit best practices.

During the planning process, we sought input from our Board of Directors through a board retreat where we explored our strengths, weaknesses, opportunities, and threats. We also captured the voice of the community through a survey to Bigs, Littles, staff, families, donors, and partners. Finally, we looked to the national office's 2020 Vision and Strategic Goals.

We are proud of the collaborative process we followed to develop this plan and on behalf of the board, I would like to express our sincere confidence in the staff who have the skills, experience and dedication to operationalize this plan. We look forward to working alongside this remarkable team to achieve our BIG plans.



THEORY OF CHANGE

OUR MISSION

To 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 1:1 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 school group mentoring programs:

- Go Girls! (for girls in grades 7 & 8)
- Game On! (for boys in grades 7 & 8)
- Conversation Club (for newcomers in high school)

WHAT IS THE IMPACT?

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



We've Got **BIG** Plans

*Our 2020-2022 strategic priorities
fall into three categories:*

- **B**uilders
- **I**mpact
- **G**rowth



We are

BUILDERS

OUR GOAL

We will be a diverse, engaged and high-performing team of builders dedicated to creating a happy, healthy non-profit organization.

WHAT WE WILL ACHIEVE

1. We will strengthen our capacity to attract, develop and retain diverse and committed board members and staff.
2. We will create a culture of continuous learning and engagement that is built on strong relationships.
3. We will recognize and support all those who contribute to our organization so that they feel inspired to further advance our mission.



We will make an **IMPACT**

OUR GOAL

We will make an extraordinary impact on young people who face adversity through the power of mentoring.

WHAT WE WILL ACHIEVE

1. We will provide more children and youth who face adverse childhood experiences with a 1:1 mentor.
2. We will improve the match experience for both Bigs and Littles by better understanding the needs of our Littles, implementing the developmental relationships framework, and introducing virtual mentoring.
3. In our 1:1 and group mentoring programs, we will lean into our Theory of Change and demonstrate that our Littles have greater social emotional competence, improved mental health and well-being, and increased educational engagement and employment readiness.



We will experience GROWTH

OUR GOAL

We will be in a financial position to fuel our growth.

WHAT WE WILL ACHIEVE

1. We will increase our revenue by growing our donor base, expanding grant opportunities, re-imagining our special events, improving donor stewardship, and creating a culture of fund development across the organization.
2. We will collaborate on initiatives at all levels of Big Brothers Big Sisters – regional, provincial and national – to contribute to our ongoing sustainability.
3. We will be a more efficient and effective organization through improved use of data, space and shared resources.



HOW WE WILL GET THERE

A message from our Executive Director



Janet Tufts, Executive Director

Today, like never before, young people at risk are in need of our support. They need a Big in their lives to help them reach their potential - and we need this plan to make sure we don't let them down. With this strategic plan, we know where we're going and what success will look like two years from now.

Thank you to the Board of Directors for setting our organization's direction. We are indeed builders who will create extraordinary impact through continued growth.

To achieve our goals, we must stay focused on our Theory of Change. We must be able to articulate who we serve and provide programs that best serve them. Already we have several exciting initiatives underway - a needs registry, the developmental relationships framework, and a virtual mentoring platform - all led by Big Brothers Big Sisters of Canada.

We also have a modern new brand. From purple to teal, now is our opportunity to use our new look and feel to increase awareness and inspire more people to become involved with our organization. Fundraising will be a challenge given this current environment, but we will work together from top to bottom on this.

I am equally as confident as the Board is in our team's ability to implement this strategic plan. There's no doubt the pandemic has been a test, but through it all we have demonstrated strength, adaptability and resilience. Combine this with the ongoing care and compassion our staff has for our Littles and their families, and we will make BIG things happen in our community.



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



www.BBBSOLA.org/Donate

