Breaking Cycles & Creating Hope
A community focused strategic plan for the Children’s Foundation of Guelph and Wellington | 2018 - 2020

We Are Ready For More
Life can be challenging when there is barely enough money to cover basic human essentials like housing and proper nutrition. For many families in Guelph and Wellington the reality is that they have ‘just barely enough’ to look after their basic needs. We also know that for many families in our community ‘just barely enough’ seems like a luxury.

Life is also an opportunity. Positive and rewarding experiences during key developmental years in childhood and adolescence can shape a child’s future and help break cycles of hardship.

At the Children’s Foundation of Guelph and Wellington, we excel at finding opportunities in the hard times so that we can help each child grow, explore and unleash their great potential. Thanks to our donors, volunteers, staff, community partners, and clients, we help create personal development opportunities that empower lifelong change for children and youth. We invest in children and young people today to build brighter futures for tomorrow.

Driven by our passion to make positive impact, and focused on never-ending improvement, our new strategic plan will guide our staff, board and volunteers over the next three years. We will continue our path of growth and impact. We will stay focused on what we are good at and build stronger relationships in areas where there is a need so that we can easily connect families with other services.

One reality we face is that hard times will likely continue to impact the lives of individuals and families in our community. Our second reality is that we are fixated on creating even more opportunities for children and youth in Guelph and Wellington.

Because in our world, opportunity outshines hardship every time.
Vision (The world as we want it to be)
- A community where every child and youth has the opportunity to participate, learn and grow to reach their full potential.

Mission (Our role in that world)
- We empower children and youth by connecting families with opportunities to build hope for lifelong change and break the cycle of poverty.

Values (Those principles that guide our decision-making)
- Gratitude and Drive
  - We are grateful to our donors, volunteers, staff and community partners for their support and the impact they have on the lives of children and youth in our community. Because we know that the needs we serve are continuing to grow, we will constantly strive to keep doing more.

- Focus and Partnership
  - With so many needs to meet, the biggest gift we can give our clients, volunteers and community is focusing on what we do well. The good news is that through strong partnerships and effective communication, we can do even more.

- Innovation and Data
  - We are a constantly evolving organization that embraces new ideas for the sake of getting better. When it comes to making decisions on how to invest our time and money, we turn to data to inform us.
Strategic Directions | 2018 - 2020

We empower children and youth by connecting families with opportunities to build hope for lifelong change and break the cycle of poverty. We will do this by focusing on four strategic directions over the next 36-months.

Strategic Direction #1: Ensure our programs are empowering life-long change
- Tactic 1.1 | Completed by Q4 2019
  Evolve our program delivery models to support data collection before, during and after program delivery, so we can better track the success of our work and the impact of financial support from our donors.

- Tactic 1.2 | Completed by Q3 2018
  Renew our ‘four-cus’ to our key programs of Food and Friends, Free to Play, Adopt-A-Family and Scholarships. We will evolve Free to Play into Free to Grow, so funding can include life-skill development opportunities.

- Tactic 1.3 | Completed by Q2 2018
  Actively engage our community partners to ensure we help clients make exceptionally smooth transitions into other community programs, especially when we are unable to meet a need.

Strategic Direction #2: Build a robust and world-class fundraising program to ensure we have the resources to meet the needs of our community
- Tactic 2.1 | Completed by Q1 2018
  Hire a professional fundraiser with experience in growing development programs beyond event-only fundraising.

- Tactic 2.2 | Completed by Q4 2020
  Build and execute a plan to grow our fundraising confidence and processes to increase our annual program allocations by 30%.

Strategic Direction #3: Secure ongoing sustainability by demanding operational clarity and efficiencies
- Tactic 3.1 | Completed by Q2 2019
  Build a succession plan for all key staff, volunteers & board positions.

- Tactic 3.2 | Completed by Q4 2018
  Ensure we are accessible to our clients, donors and partners by:
  - Leveraging technology to simplify our application processes.
  - Always ensure that our words and actions are inclusive, respectful and honour the journey of those we help and those who support our programs.
• Tactic 3.3 | Completed Q3 2019  
Realign our staffing and volunteer resources to reduce operational silos and increase opportunities to leverage our many relationships.

Strategic Direction #4: Advocate for greater awareness and system solutions to reduce child poverty
• Tactic 4.1 | Completed by Q1 2019  
Strengthen local organizational relationships focused on advocacy and not just fundraising and program delivery.

• Tactic 4.2 | Completed by Q1 2020  
Add our voice, experiences and knowledge to existing poverty reduction conversations locally, provincially, and nationally.