

# Strategic Plan

2014-2017



Boys & Girls Club  
of Pembroke



## OUR Strategic Plan

The Strategic Plan will provide the framework for the development of the Club's operational plans. The Boys & Girls Club of Pembroke will build on its commitment to making a positive difference in the lives of children and youth with an emphasis on:

- significantly increasing our ability to demonstrate the impact the Club has on the healthy development of young people,
- becoming a stronger and more effective Club which continuously learns and applies knowledge and expertise to increase quality and impact,
- reaching more children in Pembroke and area through expansion, partnerships and innovative service delivery,
- leveraging our knowledge and expertise to influence community knowledge, and
- increasing the Club's resources necessary to achieve our mission.

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

**OUR Mission;** To provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life.

**OUR Mandate;** Boys and Girls Clubs of Canada are leading providers of after-school and critical hours programs, recognized for significantly contributing to the healthy development of young people – especially those who need us most. With families and others in the community, we help children grow up to be:

- healthy · confident · responsible · successful in life

## Strategic Goals

To achieve our strategic goals, we will focus on the following areas:

*Impact - Growth - Operational Excellence - Resource Development  
- Community Profile*

Strategic Priority Area	Goal	Objective	Outcomes
<b>Impact</b>	Positively impact the lives of Club participants	We will increase our collective ability to demonstrate the positive impact the Club has on the lives of children and youth.	The Club taps into alumni of BGC to assist in supporting the aims and objectives of the club and engage its current members and their parents.  The Club has an outcomes-based program framework that is endorsed and used by the Club to inform practice.
<b>Growth</b>	Expand services to meet the needs of children, youth and families	We will reach more children, youth and families through expansion, new development and partnerships.	The Club establishes a committee to explore the potential of a "new clubhouse" within 3-5 years.  The Club develops a financial plan that demonstrates multi-year sustainability and ensures the club has a funding plan linked to the strategic plan which considers a variety of revenue sources.
<b>Operational Excellence</b>	Achieve operational excellence to maximize impact	We will build a stronger movement and will support the club to be a strong and effective organization in order to increase the positive impact we have on the healthy development of children and youth.	The Club will achieve operating standards defined by BGCC at the level of: "Achieving" by Dec 31 <sup>st</sup> 2013 "Advancing" by Dec 31 <sup>st</sup> 2014 "Excelling" by Dec 31 <sup>st</sup> 2015  The Club will research best practices from other organizations and implement appropriate best practices at BGC of Pembroke.
<b>Resource Development</b>	Secure resources to excel; people, brand, knowledge and finances	We have the financial and human resources, the leadership, the brand recognition and the knowledge and expertise to achieve our mission.	The Club will ensure staff and volunteers have the training and support needed to deliver the program outcomes.  The Club will establish an annual event to recognize the efforts of volunteers, sponsors, staff and members as well as raise the profile of the club in the community.
<b>Community Profile</b>	Influence public policy to benefit children, youth and families	We will leverage our knowledge and expertise to influence public policy to benefit children, youth and families.	The Club will enhance its community profile through a marketing strategy and community/municipal partnerships.  The Club will give voice as informed advocates of the needs of the children and youth in our community.

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We are a nonprofit registered charity. Our charitable registration number is 11908-8375-RR0001