

2024-2029 STRATEGIC PLAN

GROWING OPPORTUNITIES TOGETHER





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

Our Core Values

Belonging

We welcome everyone in a safe, accepting environment based on belonging and positive relationships.

Respect

We ensure that everyone—children, youth, families, volunteers, staff—is heard, respected, valued and treated fairly.

Encouragement & Support

We encourage and support every child and youth to play, learn and grow to achieve their dreams.

Working Together

We work together with young people, families, volunteers, our communities and governments.

Speaking Out

We speak out for children, youth and families so that we can make our world better.





CULTIVATING A THRIVING WORKPLACE

BGC Winnipeg will be an employer of choice to attract and retain top talent.

CLUB OBJECTIVES

- BGC Winnipeg is an employer of choice
- BGC Winnipeg staff report having a strong workplace culture
- All staff have necessary training opportunities reflective of needs of their position

WE WILL:

- Strengthen communication between all levels of organization
- Develop a standard annual training and conduct annual training assessment
- Ensure continuity in the workforce
- Conduct regular workplace surveys and ensure regular conversations on role, purpose and value
- Monitor labour trends, particularly in the not-for-profit sector, and assess compensation package





FOSTER A CULTURE OF BELONGING

BGC Winnipeg will be thoughtful and responsive in addressing issues related to equity, diversity and inclusion and will authentically engage with Indigenous communities.

CLUB OBJECTIVES

- Ensure that all feel welcome, valued, and supported through safe, inclusive and accessible spaces
- Build inter-Club connections and community partnerships to strengthen member and staff sense of belonging
- Strengthen Indigenous ways of knowing and being into BGC Winnipeg culture, programming and partnerships

WE WILL:

- Ensure EDI policies are in place and staff are well versed in the procedures required by those policies
- Create Indigenous partnerships to guide our work on Truth & Reconciliation and Calls to Action for Indigenous cultural programming
- Create regular opportunities for youth voice in our programming
- Increase the number of activities & events between Clubs





INSPIRE INVESTMENTS IN BGC

BGC Winnipeg will increase funding by retaining current funders and attracting new funders.

CLUB OBJECTIVES

- Restoring and stabilizing funding for current operations
- Diversify funding through demonstrating impact to a wider base of supporters
- Increase funding for sustainable growth

WE WILL:

- Continually develop relationships with all levels of government
- Prioritize and encourage unrestricted donations to provide financial flexibility





ELEVATE OUR INFLUENCE

BGC Winnipeg will be recognized as the leading child and youth serving organization across our city.

CLUB OBJECTIVES

- BGC Winnipeg will actively champion BGC brand building initiative
- BGC Winnipeg will steward relationships with all funders and partners

WE WILL:

- Develop a BGC Winnipeg story telling strategy that leverages data
- Increase visibility at community and network events
- Outline key messages and priorities to convey a deeper knowledge and connection to what we do





DEEPEN AND EXPAND LIFE CHANGING IMPACT

BGC Winnipeg will continually invest in the Club experience and is committed to providing free high-quality programs to more children and youth.

CLUB OBJECTIVES

- Strengthen and stabilize existing Club operations
- Enhance program capacity and reach to serve more children and youth
- Explore future impact in communities outside of Winnipeg

WE WILL:

- Increase Club capacity and extend service hours
- Grow attendance where community needs remain unmet
- Explore community need outside of Winnipeg





STRENGTHEN OPERATIONAL EXCELLENCE

BGC Winnipeg has the resources, infrastructure and administration to effectively deliver, monitor, and report on programs and services.

CLUB OBJECTIVES

- Ensuring a strong, healthy and diverse board is leading BGC Winnipeg
- Review and develop systems for efficient operations

WE WILL:

- Develop and implement a strategic board recruitment to continually reflect the communities we serve
- Establish clear expectations around advocacy, training and committee membership
- Regular review and revision of operational policies and procedures





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