



London

2020

Strategic
Plan

INTRODUCTION

BGC London has been instrumental in providing safe, supportive places where children, youth, and seniors can experience new opportunities, overcome barriers, build positive relationships, and develop confidence and skills for life. All members of the community discover and achieve their dreams to be healthy, successful, and active participants in society.

In our work with children, youth, families, seniors and the community, BGC London is guided by the following Core Values. They are the standards by which BGC London's services are measured.

Belonging & Inclusion

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

Respect

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

Encouragement & Empowerment

We encourage and support each individual to play, learn, and grow to achieve their dreams.

Working Together

We work together with young people, families, seniors, volunteers, partners, and the government to better our community.

Speaking Out

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

LOOKING TO THE FUTURE



To develop our new strategic plan, we aligned and partnered with BGC Canada to develop a plan that not only aligns to the National framework but also is specific to the uniqueness of BGC London and the Boys and Girls Club of London Foundation.

BGC London provides a safe, welcoming place for children, youth, seniors, and families. The Club is instrumental in providing services and programs that promote learning and mentoring that help all people be healthy, successful, and active participants in society.

Completed with important input from both the Club and Foundation Boards, staff and community partners, our strategic plan is intended to guide us.

To ensure the Club remains relevant and able to meet the changing needs of our community, we based our plan on a long-term, forward-looking vision based on four main pillars will drive our strategy for the next three years.



STRONG CLUB



Ensure we are an organization that delivers high quality programs and an infrastructure that supports this objective. To be an employer of choice, attracting, while supporting staff with the training and the infrastructure they need to be successful. We will also provide operating systems and technology that improve the delivery of services.

Priorities

1. Excellence in Club leadership and operations
2. Review of Club and Foundation Mission, Vision and Values



How we will get there:

- Complete a review of the Club's and Foundation's mission, vision, and values
- Achieve operational standards through the completion of a Peer Review
- Be a desired employer by developing a recruitment, retention, and succession plan
- Have high quality, relevant programs that are affordable and flexible
- Improve IT and back office systems
- Acquire additional property to improve Club operations



STRONG COMMUNITIES



We will work to demonstrate the impact that the Club is having on children, youth, seniors and families, while working to ensure our programs are meeting the needs of the community. We will focus on enhancing, developing and delivering outstanding programs while assessing all programs to ensure they are relevant and sustainable.

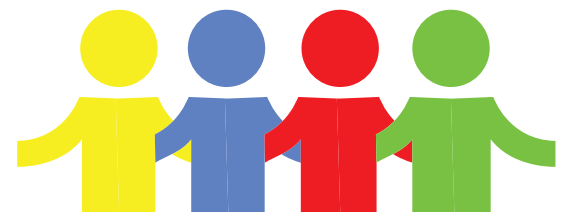
Priorities

1. Expand reach to children, youth and seniors
2. Demonstrate impact of the Club's work in the community



We will:

- Measure the impact of our programs and services
- Identify underserved neighbourhoods and communities
- Actively consider how to better serve the needs of our community by expanding to new service locations



STRONG VOICE



We will increase awareness of our brand, emphasizing our role as a leading service organization for children, youth, families, and seniors.

Priorities

1. Develop a marketing and public relations plan
2. Promote greater recognition and awareness of brand

We will:

- Develop, share, and promote stories that demonstrate our impact and that resonate with local and national stakeholders
- Engage families and young people to hear their views about issues affecting children, youth, families and seniors, and share that information



STRONGER TOGETHER

We will enhance and build relationships with current and new partners through engagement and collaboration. We will review consolidation and partnership opportunities when they arise. We have the financial self-sustainability to address economic changes and funding changes.



Priorities

1. Improve funding opportunities and partnerships
2. Improve communication

We will:

- Diversify funding streams
- Update the fund development plan
- Review current resources as they relate to fund development
- Review investment policy annually and steward investments
- Improve community partnerships and review possible mergers
- Develop an internal and external communication plan





BGC
LONDON



CHANGES
OPPORTUNITY
EVERYTHING



A MESSAGE FROM OUR BOARD CHAIR

BGC London and the Club's Foundation are excited to embark on a new three-year plan that will provide the roadmap to ensuring that we continue to be a leader in the community when it comes to supporting children, youth, families and seniors. This new plan was developed with the input of both boards of directors, staff, community partners and stakeholders.

The goal of the plan is to broaden our reach to underserved areas and bring transforming programs and experiences to those that need us. We are a great place to be and the outcomes that we will achieve in the plan will demonstrate that. The needs of children and youth are ever changing. Our community needs us now more than ever and we are poised to expand what we offer and who we offer it to.

Our success will build on our success of the past. For nearly 65 years, the Club has been a fixture and community partner in London. While our community changes and the needs

of those who we support changes, one thing that stays the same is our commitment to ensuring everyone has the opportunity to reach their potential.

We are excited to take this next step and confident that we will provide transforming experiences as a result of our new plan.

Our success will be with the combined vision and leadership of our Boards, leadership, staff and partners.

We look forward to this and welcome you to come along with us as we go forward.

Chris Harvey
CEO



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