

# SCOUTS CANADA STRATEGIC PLAN

Phase 1 – February 2014

**VISION:** Canadian youth making a meaningful contribution to creating a better world.

**MISSION:** To help develop well rounded youth, better prepared for success in the world.

**VALUES:** Duty to God. Duty to Others. Duty to Self.

**PROMISE:** On my honour, I promise that I will do my best to do my duty to God and the Queen, to help other people at all times, and to carry out the spirit of the Scout Law.

## Strategic Areas

**Youth**

**Volunteers and Staff**

**Organizational Strength**

## Strategic Visions

Scouts Canada will provide a place for youth to engage in their own Scouting program of safe adventures and discovery. The program will be as diverse as Canada.

Scouts Canada volunteers and staff have the knowledge, support, passion and commitment to safety and sense of belonging they need to deliver on our mission.

Scouts Canada is a vibrant, sustainable and safe organization, recognized as a leader in the development of young people.

## Objectives and Strategies

### PROGRAM RELEVANCE

1. Ensure key elements are built into program: outdoors, camping, fitness, environment, spirituality, STEM, international, community service.
2. Develop tools for youth and parents to understand the value of their Scouts experience.

### YOUTH LEADERSHIP

3. Drive the transition from Leader to Scouter.

### SUPPORT AND ENGAGEMENT

4. Effectively implement the existing Volunteer Support Strategy; expand engagement to professional staff.

### STRONG RESOURCES

5. Grow revenue by developing alternative revenue streams.
6. Leverage assets to enhance program delivery.

### SAFETY LEADERSHIP

7. Develop and execute a clear safety strategy, ensuring Scouts Canada is a safety leader.

### BUILD THE BRAND

8. Bring the Brand to life in all levels.