

## OUR VISION

That well-being and positive development are achieved for all children and youth.

## OUR MISSION

To develop, facilitate, and support mentoring programs for children and youth. To lead, collaborate, and educate our community in mentoring best practices.

## VALUE STATEMENTS

- ❖ The value of mentoring relationships make a difference in the lives of children and youth.
- ❖ The success of our mentoring programs are driven by compassionate, dedicated, and well-trained volunteers and staff.
- ❖ We play a significant role in children's and youth's advocacy within our community and are recognized leaders providing relevant, proactive, and safe mentoring programs.
- ❖ Our programs reflect the diversity of our community and our commitment to the principles of equity and inclusion.
- ❖ Our commitment to children and youth is possible through the support of our donors, ambassadors, and community partners.

## OUR PRIORITY AREAS

Based on the input of the BBBSO Board, staff, and external stakeholders, four priority areas were identified as being important to the future direction of the organization. These priority areas will guide BBBSO towards outlining an operational plan for the next five years, and will shape discussions throughout the daily work of the Board and staff.

**Increase Our Impact by Recognizing and Leveraging Our Strengths**

**Modernize Our Brand – Equity, Diversity and Inclusion**

**Volunteer Recruitment, Engagement and Retention**

**Financial Sustainability**

## OUR PRIORITY AREAS

1. Increase Our Impact by Recognizing and Leveraging Our Strengths
  - a. **Partner with other organizations** to reach and serve our priority children and youth.
  - b. Be recognized as a **resource of mentoring best practices and mentor training** in our and beyond.
  - c. **Adapt programs and program models** to meet the needs of our community's youth.
  - d. **Development of succession plans** for all staff positions, board members, mentors and volunteers in the organization.
  
2. Modernize Our Brand – Equity, Diversity and Inclusion
  - a. Ensure that BBBSO is an **inclusive organization**.
  - b. **Reflect the communities we serve** in all levels of the agency.
  - c. Reach a **wider demographic of individuals and communities**
  - d. **Distinguish our brand** to distinguish and differentiate our services.
  - e. Provide a **safe space to form and maintain relationships**.
  
3. Volunteer Recruitment, Engagement and Retention
  - a. Build **strategic engagement** of alumni.
  - b. **Boost volunteerism** through strategic engagement
  - c. Realize new ways to **encourage and recognize current volunteers**.
  - d. Ongoing **review of internal processes to enhance efficiency**.
  
4. Financial Sustainability
  - a. **Maintain current funding** while exploring ways to **maximize revenue**.
  - b. **Diversify funding sources** for growth and to minimize risk.