



Support.
Inspire.
Overcome.

Strategic Plan 2017-2020





History

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For more than 28 years, 360°kids has been providing service to our communities, reaching over 1,300 families and some 2,700 youth each year from every corner of the world.

360°kids' name references the comprehensive vision that the organization embraces to assist at-risk youth and vulnerable children, recognizing that these kids need a wide range of supports to help rebuild their lives. This holistic approach is enshrined in our slogan: **Surrounding kids in crisis with care.**

Our staff represent many cultures and experiences and has earned a reputation as leaders in offering high quality, innovative programming to the clients we serve.



Mission & Vision & Values

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Vision: Every kid has access to a safe home.

Mission: To help youth overcome crisis and transition to a state of safety & stability.

Values: Compassion, Integrity, Accountability, Dignity.

Program Impact statements

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Youth:

360° kids supports vulnerable youth ages 13-26 years in York Region through a variety of supportive and preventative based programs, to transition them from crisis to a place of safety and stability.

Children:

360° kids Children's Services provide social, educational and recreational services for isolated and under served children ages 6-14 in York Region with a focus towards overall health, wellness, and development.

Strategic Priorities & Goals

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Strategic Goal 1:

Increase awareness and ensure operational sustainability

- 1) Maintain and enhance the positive and strong profile within the community
- 2) Maximize fundraised dollars and increase the unrestricted component by 10% annually
- 3) Increase donor base by 15% within three years
- 4) Increase reserve funds to \$800,000 within three years
- 5) Reduce reliance on government funding to 70% of revenue within three years
- 6) Increase social media followers to 5,000 within three years
- 7) Partner with a pro-bono marketing/PR firm to assist with the development of a communications plan

Strategic Goal 2: Improve program quality

- 1) Ensure we deliver outstanding programs by following best practices
- 2) Ensure we deliver outstanding services through education, experience, and personnel training
- 3) Ensure adequate staffing to effectively serve our clients
- 4) Develop quality assurance metrics for all programs

Strategic Goal 3:

Increase human resources capacity

- 1) Develop succession plans for all senior positions (CEO, Directors, Managers)
- 2) Attract and maintain quality staff and volunteers with relevant skills, abilities, education and experience
- 3) Invest in Technology (ERP – Enterprise Resources Planning) to increase efficiency and capacity
- 4) Employer of Choice – ensure staff remain engaged, and maintain at least 90% employee satisfaction rating as measured through our annual survey
- 5) Increase capacity in the areas of human resources, finance, fundraising, and programs