



360°
kids
Surrounding kids
in crisis with care

Support.
Inspire.
Overcome.

Strategic Plan 2020-2023





History

Support.
Inspire.
Overcome.

For more than 30 years, 360°kids has been providing service to our communities, reaching over 1,300 families and some 3,500 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

Support.
Inspire.
Overcome.

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.

Summary

Support.
Inspire.
Overcome.

By 2023 through an increased focus on outcome measurement, 360°kids will improve the lives of homeless and at-risk youth in York Region through early intervention, crisis and aftercare supports.

Our vision of seeing an end to youth homelessness will be furthered by strengthening our organizational infrastructure, building sustainable partnerships, increasing awareness and by attracting and investing in qualified staff who are equipped to meet the complex needs of young people.

Strategic Priorities & Goals

Support.
Inspire.
Overcome.

Strategic Goal 1:

To improve the lives of young people by Preventing homelessness, Improving Mental Health & Wellness and Strengthening Families

Indicator: Increase and expand initiatives around homelessness prevention, mental health and family

- 1) Implement 3 new homelessness prevention initiatives by 2023
- 2) Implement 3 new mental health initiatives by 2023
- 3) Implement 3 new family initiatives by 2023
- 4) Expand existing homelessness prevention, mental health, and/or family initiatives to 1 additional region by 2023



Strategic Priorities & Goals

Support.
Inspire.
Overcome.

Strategic Goal 2: Ground our practices in evidence, research, and outcomes

Indicators: ·Deliver evidence-based programs and services
·Implement an agency outcome measurement framework

- 1) All service delivery is based on promising or emerging practices by 2023
- 2) All agency programs implement an outcome measurement framework by 2023

Strategic Goal 3: Invest in people

Indicators: ·Attract and retain quality staff
·Foster a learning environment

- 1) By 2021, reduce position vacancy rates to 45 days/hire to fill
- 2) Decrease staff turnover by 5% annually
- 3) 80% of staff are successful in the 6mth Probation period
- 4) 100% of staff have received and are current with the identified standard training
- 5) At least 50% of vacancies for leadership roles are filled by internal staff by 2023
- 6) Four staff participate in secondments by 2023

Strategic Goal 4: Elevate the 360°kids brand

Indicators: ·Increase brand awareness
·Strengthen our reputation as thought leaders

- 1) Increase web traffic by 20% annually
- 2) Three earned media features annually
- 3) Increase in social media following across platforms by 10% annually
- 4) Grow e-Newsletter distribution to 10,000 by 2023
- 5) Engage in two research projects by 2023
- 6) Present at two workshops/conferences annually
- 7) Produce three position statements on relevant issues pertaining to youth homelessness by 2023

Strategic Goal 5: Improve organizational sustainability

Indicators: ·Increase total revenue
·Diversify revenue sources
·Increase financial reserve

- 1) Increase total revenue by 15% by 2023
- 2) Increase non-government revenue to 30% of total revenue by 2023
- 3) Increase Individual donor base by 10% annually
- 4) Increase financial reserve to 15% of total budget by 2023