

Strategic Plan 2030: Learning and Adapting to Improve our Impact

Overview

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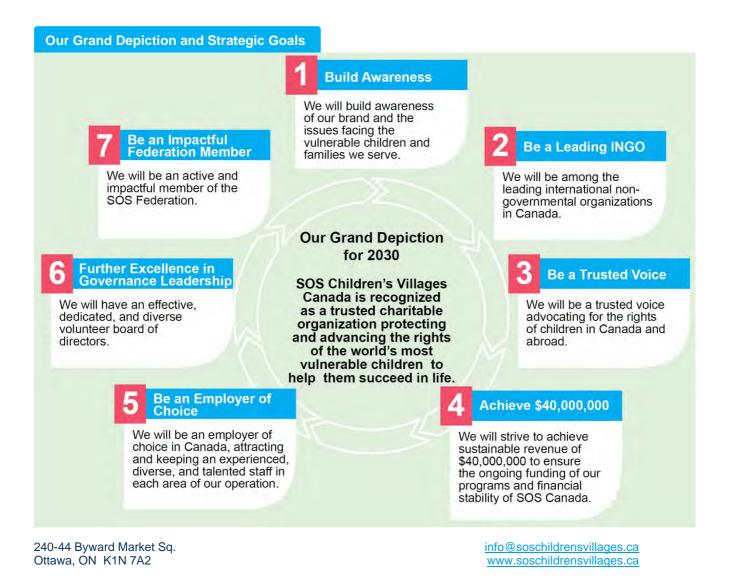


# SOS Canada's Strategic Plan 2030

About Us	
Mission	We build families for children in need, we help them shape their own futures, and we share in the development of their communities.
Vision	Every child belongs to a family and grows with love, respect, and security.
Principles and values	Every child is unique and respected, needs a caring and stable parent, grows up in supportive family, and is part of safe and supportive community. Solutions are always aligned to the interests of each individual child and the needs of the local community, which are met through locally led programs.

### SOS Federation 2030 Goals: No Child Should Grow Up Alone

To ensure that many more children have a loving home and an equal chance to succeed in life. We lead the world's most effective childcare movement to make sure each child has the bonds they need to become their strongest selves. We ensure and live safeguarding in our daily actions.





## Strategic Plan 2030: Our Three Core Focus Areas

## **Support Programming**

#### We will:

- reach more of the most vulnerable children within their families and communities
- enhance program quality to deliver results for children and families
- advocate for the rights of children globally
- assess the feasibility of increased domestic programming engagement



**Revenue Generation** 

#### We will:

- invest, diversify, and expand both our sources and methods of revenue generation
- move beyond traditional donors and fundraising tactics
- have sustainability at the core
- keep abreast of fundraising trends, forecasts, innovations, and market research



## **Communications and Internal Operations**

We will:

- update brand messaging to better reflect the diversity of our programs and new approaches
- continue to have an effective donor services team, database software, and technical systems in place
- continue to develop an effective, dedicated, and diverse volunteer board that will support our fundraising and govern and guide us with integrity



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