



# Strategic Plan 2030: Learning and Adapting to Improve our Impact

Overview



**SOS CHILDREN'S  
VILLAGES**  
CANADA





# 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.

## Our Grand Depiction and Strategic Goals

### 1 Build Awareness

We will build awareness of our brand and the issues facing the vulnerable children and families we serve.

### 2 Be a Leading INGO

We will be among the leading international non-governmental organizations in Canada.

### 3 Be a Trusted Voice

We will be a trusted voice advocating for the rights of children in Canada and abroad.

### 4 Achieve \$40,000,000

We will strive to achieve sustainable revenue of \$40,000,000 to ensure the ongoing funding of our programs and financial stability of SOS Canada.

### 5 Be an Employer of Choice

We will be an employer of choice in Canada, attracting and keeping an experienced, diverse, and talented staff in each area of our operation.

### 6 Further Excellence in Governance Leadership

We will have an effective, dedicated, and diverse volunteer board of directors.

### 7 Be an Impactful Federation Member

We will be an active and impactful member of the SOS Federation.

## Our Grand Depiction for 2030

**SOS Children's Villages Canada is recognized as a trusted charitable organization protecting and advancing the rights of the world's most vulnerable children to help them succeed in life.**



## 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

