

Strategic Plan 2030

Learning and Adapting
to Improve our Impact

Overview



SOS CHILDREN'S
VILLAGES
CANADA



Strategic Plan 2030: Learning and Adapting to Improve our Impact

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

OUR GRAND DEPICTION

SOS Children's Villages Canada is a respected and trusted charity. We are protecting and advancing the rights of the world's most vulnerable children, helping them to grow up in a safe and nurturing family environment and succeed in life.

OUR STRATEGIC GOALS

1. Increased Impact in Program Services

We protect and empower children and youth to thrive within safe, supportive families and resilient communities.

2. Be a Trusted and Leading Child-Focused INGO in Canada

We are a trusted voice within Canada's child-focused INGO community and among key stakeholders – championing children's rights, strengthening our brand presence, and drawing attention to the pressing issues faced by vulnerable children and families.

3. Achieve Sustainable Transformational Revenue Growth

With the support of the Canadian public and government, we achieve sustainable annual revenue growth enabling us to expand program services, deepen impact, and ensure SOS Canada's financial sustainability.

4. Be an Employer of Choice with Excellent Governance Leadership

We are a great place to work, attracting and retaining an experienced, diverse, and talented team in each area of our operation. We are governed by an effective, experienced and diverse volunteer board of directors, dedicated to the advancement of SOS Children's Villages in Canada and internationally.

5. Be an Impactful and Influential Federation Member

We are an impactful and influential member of the global SOS Federation, leveraging our expertise, resources, and collaborative partnerships to extend our reach far beyond national borders – elevating program standards, strengthening our advocacy voice, and driving lasting impact for vulnerable children and families around the world.



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

