



**TAKE A HIKE  
FOUNDATION**

# STRATEGIC PLAN 2021-2025



## Our Mission

Take a Hike empowers vulnerable youth to change the trajectory of their lives through full-time academics, mental health and emotional well-being supports, outdoor adventure, and community.

## Our Vision

All youth believe in their potential and are on their paths to success.

## Our Values

### WELL BEING

mental health, and physical and emotional well-being

### RELATIONSHIP

Connection and belonging

### EXPLORATION

Challenge an adventure

### GRATITUDE

Fulfilling potential

### GROWTH

In service to the community, and community engagement

## BY 2025 WE WILL HAVE REACHED OUR SCALING ASPIRATION TO:

- Grow to 16 programs, serving 320 youth annually
- Add programs in the Lower Mainland, Vancouver Island and Thompson/Okanagan regions
- Prepare for future growth both within and beyond BC

## TO ACCOMPLISH THESE GOALS, WE WILL:



### Engage People

- Attract, develop and retain the right staff, volunteers and partners for growth
- Create a culture that aligns with Take a Hike's values
- Build an inclusive, diverse, equitable and accessible organization
- Plan for succession



### Expand our Community of Champions

- Raise the resources required to implement the strategic plan
- Grow donor support through exceptional cultivation, engagement and stewardship
- Strengthen and foster Take a Hike's culture of philanthropy
- Take a Hike is seen as a charity of choice and thought leader in youth development and mental health



### Build Capacity for Growth and Success

- Develop regional leadership model and apply learning to future growth
- Adopt technology and automation for greater efficiencies and effectiveness
- Complete feasibility study for growth beyond BC
- Maintain a leading governance framework



### Grow Program Impact

- Scale to 16 programs
- Continue research and development to deliver high-quality programming, based on the Program Model and Theory of Change
- Support youth to fully engage in, and benefit from, the Take a Hike program
- Help youth transition to what is next for them