

youth*reach*

Strategic Plan 2020-2025



reshaping futures



Our Mission

- Transforming lives, one activity at a time.

Our Vision

- No youth in Simcoe County will be prevented from participating in extracurricular activities because of financial and other barriers.

Our Values

- Authentic and “real” for youth
- Community oriented and networked
- Transformative and life changing

2020-2025:

Evolving our foundation as a resilient charity, today and tomorrow, by reshaping our future!

Youth Leadership



- Work in concrete ways to connect and build relationships
- Redefine and target youth segments based on research and surveys.



Increase Access

- Actively identify and find youth targets.

Building Connections & Awareness

- Build and establish partnerships with organizations with overlapping targets and complimentary services.



Building Brand & Capacity



- Build the plan to grow and sustain the resources required for YouthReach to flourish
- Build a database and create campaign plans for both awareness & fundraising
- Create an evolved brand and brand collateral that is more authentic and “real” to the “youth experience”
- Out of the evolved brand will come new, refocused key messages



SOCIAL RETURN ON INVESTMENT (SROI)

When youth in Simcoe County access opportunities through YouthReach that would otherwise be inaccessible to them, we transform their life by connecting them to their innate abilities, their goals & their community.

Physical inactivity, lack of engagement with a community and lack of recreation resources has a cost.

80% of Canadian youth do not meet physical activity requirements. Physical inactivity costs Canadian taxpayers 6.8 billion dollars in health care costs per year. Every young person who leaves school costs taxpayers \$4450 per year.



Every \$1 invested in kids through YouthReach results in a \$24 social return on the investment.

Since 2016 over 1000 young people in Simcoe County have completed a recreational program through a YouthReach grant.

There have been over 200 different programs accessed, from dance, art and drama programs to soccer and hockey.

Youth who participate in programs have lower rates of alcohol and drug use, lower rates of violence, lower rates of ill health and obesity, and higher rates of exercise & community engagement and increased leadership skills. These benefits radiate through our entire community.



Why YouthReach?

There are many non-profits in Simcoe County, but none that connect youth and their families simply and easily to programs - programs that transform and uplift not only our youth, but their families and our communities as a whole.

“Thank you for helping my daughter pursue karate!”

“Thanks for being a part of their progress.”

“Love that my children were able to do something I couldn't have provided for them without the assistance!”

OUR IMPACT

In January 2019 we launched our first annual survey of our grant recipients' experiences.

This is what we learned:



88% said the access created a sense of belonging

Belonging is a basic human need. It's very important for children's mental health and wellbeing. Children who feel that they belong at school are happier, more relaxed and have fewer behavioral problems than other students.

88% said it provided them with a sense of community

Community is the common thread to bring people together to advocate and support each other. Without fostering a sense of community for young people, community engagement and efforts for change won't take root.

83% said they will continue on with the same program next year

Ongoing attendance in recreational programs create stability through social purpose and social infrastructure that contribute to positive well-being. It fosters resilience and allows children, and their families to thrive even when the going gets tough.



89% said it made them feel like they could set and achieve their own goals

Goal setting for children is important because it gives them a sense of purpose that can improve their confidence and build their self-esteem. It also helps them to focus and make better decisions.

89% said made them feel like a normal kid

Exposing young people to "normal" experiences they might not otherwise have is a tool for social change and economic mobility. Taking steps to provide these kinds of stable experiences for parents and children help ensure these youth reach important milestones like graduating from high school

Into The Future

Even with our support, families can struggle with attending their child's program. We hope we can deepen our community network and find ways to connect them to other supports that will reduce these challenges.

28%

Haven't always had enough energy to participate



33%

Have struggled with transportation related issues



13%

Wished they'd had someone to talk to about their progress



41%

Have struggled to get the equipment they need



34%

Found that life got in the way sometimes.



Our role is important, and the need isn't going away:

We will always be an invaluable resource to our families and we want to be there to continue to transform the lives of young people in Simcoe County.

100%

"I have had opportunities I wouldn't have had otherwise because of YouthReach."

98%

"I will tell people about YouthReach."

95%

"YouthReach created a chance for a transformative experience."

95%

"I have told people about YouthReach."

95%

"YouthReach is an organization that understand the challenges that young people face."



YouthReach is committed to reshaping
the future for kids in our communities.

We need your help to do that.

Please consider joining us in helping kids
moving towards their new future.

Donate Today!



www.youthreach.ca