



# Strategic Plan 2022 – 2025

**Vision:** An inclusive community in which all children and youth are inspired to Thrive

**Mission:** We offer a safe, happy and inclusive place for children and youth, where everyone is known and valued, and where differing needs are acknowledged, accepted and met

## Strategic Pillars

Childcare

Programming

Organizational  
Strength

Financial  
Resilience

Partnership  
Development

## Objectives

To meet the growing need for childcare in Georgina

To increase the options for out of school programming for youth in Georgina

To ensure Jericho has the internal infrastructure in place to support its work

To ensure the long-term financial health of Jericho

To enhance the impact of Jericho in the community through strategic partnerships

## Goals

- Expand Childcare
- Connect clients to services
- Increase awareness of Jericho as a childcare provider
  
- Expand Camp to serve more youth
- Expand programming offer
  
- Establish robust evaluation and analytics systems
- Continue to strengthen the expertise of Jericho staff
- Ensure strong governance
  
- Develop new revenue strategies
- Strengthen relationships with funders
  
- Establish strong collaborative relationships for enhanced coordination and delivery of service