
Executive Summary

1. MISSION STATEMENT

Empowering girls to realize their full potential through gender specific programming that inspires all girls to be strong, smart and bold.

2. VISION STATEMENT

Empowered girls and an equitable Society®

3. VALUES AND IDEOLOGY

We believe that by offering well developed research based programming and innovative opportunities to the girls and young women we serve, we are able to change the systems within which girls and young women function and create an equitable society where all women are inspired to be strong, smart and bold.

We believe that girls have the same opportunity for success; education, personal achievement and access to services as anyone else and our organization will endeavor to deliver those opportunities to them. Girls have a right to be themselves and to resist gender stereotypes. The involvement of girls or young women in our programs will be a rewarding and positive experience designed to allow girls to grow with confidence, openness and appreciation for who they are, where they come from and what they are capable of.

As a formal commitment to what we believe, we have created advocacy statements on the following; gender equity, diversity. Inclusion of girls with disabilities, advocacy, citizenship and reproductive freedom, substance use and abuse, HIV/AIDS, a safer world for girls, juvenile justice, child abuse and neglect, education, math, science and technology and economic independence. These advocacy statements are the base upon which all program and services are developed.

4. ORGANIZATIONAL DISTINCTIVES

Our Girls Bill of Rights contains the guiding principles for all programs and services by the agency:

- I have the right to be myself and to resist gender stereotypes
- I have the right to express myself with originality and enthusiasm
- I have the right to take risks, to strive freely, and to take pride in success
- I have the right to accept and appreciate my body
- I have the right to have confidence in myself and to be safe in the world
- I have the right to prepare for interesting work and economic independence

Girls Inc. seeks to do more for girls to strengthen them today and prepare them for critical roles tomorrow. It is this single minded goal and our ability to deliver best against that goal that makes Girls Inc. unique. We call this “**enabling girls to be strong, smart and bold**”.

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Girls Inc. is equipped to deliver best against this goal because of our ability to access unparalleled expertise in the development of research based programming. These programs encourage girls 6-18 yr. to take risks and master physical, intellectual, and emotional challenges. Gender specific programming and a passionate commitment to the goal, positions Girls Inc. as a key contributor to the success of young girls in the Northern Alberta region.

A focus on girls is critical in order to be effective. Youth serving organizations play a crucial role in helping youth achieve their full potential. One of the strongest fundamentals to realizing one's fullest potential is the degree to which a young child or adult receives quality guidance, nurturing and attention with special emphasis on 'quality'.

In today's society a child's gender remains a powerful predictor of the experiences and opportunities available and for this reason, youth programs must take gender into account to build skills and attitudes girls and boys need to succeed. While research shows that girls and boys are more alike than different, especially prior to puberty, family, cultural and societal expectations tend to shape opportunities and experiences that impact girls' choices and opportunities pursued.

We at Girls Inc. know girls are as capable. Despite similar capabilities, girls lag behind boys in many areas, especially those critical to economic well being and leadership. When one considers that most single parent families are headed by women and that almost half the people entering the work force are likely to be women, the need for the support and nurturing of girls is obvious.

This urgent need remains the reason Girls Inc. exists. To enable girls to be strong, smart and bold.

5. GOALS AND OBJECTIVES

Our goal is the Prevention and Intervention of behavioral, social and emotional problems in the young girls aged 6-18 whom we serve and all of whom have these elements of risk in their live. By providing young girls with the knowledge and skills needed to succeed and by building and promoting a fair and equitable society, we can positively influence the lives of those we serve.

Demographics 2010 census results

Regional Growth and Oil Sands Investment;

The Regional Municipality of Wood Buffalo has experienced sustained economic growth as a result of the abundant oil sands deposits in the region. The unabated economic growth took place from 2000 until the fall of 2008, when the global financial crisis started. The financial crisis has since slowed population growth in the region. Between 2008 and 2010, the Municipality has seen a 1.0% increase in population over two years, which is lower than the 7.4% average annual growth rate between 2000 and 2010. The annual average growth rate of Canada and Alberta for the same time interval was 1.2% and 2.8%, respectively. The rapid pace of population growth is expected to resume as new oil sands projects come on stream in the next decade.

Future Growth

Although the economic downturn temporarily impacted the growth rate of the region, forecasts from the Municipality's Planning and Development Department indicate that the municipality might reach a population of 205,000 by 2028. The forecast is based on data from June 2009.

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The Planning and Development Department is also working on a Project Accommodations study. In conjunction with oil sands industry and the Province of Alberta, they will count the number of people living in Project Accommodations within the municipality. This study will be updated regularly and used as a secondary source for future municipal censuses.

Table: Population in the Regional Municipality of Wood Buffalo from 2000 to 2010

Area	2000	2002	2004	2005	2006	2007	2008	2010
Fort McMurray	42,600	47,757	56,111	60,983	61,366	65,400	72,363	76,797
Anzac	446	548	647	685	711	714	837	785
Conklin	219	213	210	242	338	299	372	337
Draper	60	84	141	148	118	185	267	254
Fort Chipewyan	1,036	1,012	1,146	744	915	1,007	1,016	1,261
Fort Fitzgerald	-	30	4	12	4	2	10	8
Fort MacKay	399	186	218	104	536	737	862	44
Gregorie Lake Estates	206	184	206	180	285	248	253	248
Janvier	185	143	112	141	218	178	194	195
Mariana Lake	15	11	8	5	9	9	4	0
Saprae Creek	659	603	624	754	728	737	864	926
Hinterland	122	-	-	-	47	43	8	158
Shadow Population	-	-	-	-	-	-	-	-
Project Accommodation	5,903	8,063	7,678	9,178	10,442	18,572	26,284	23,325
Total	51,850	58,834	67,105	73,176	75,717	88,131	103,334	104,338

Note: The population does not include on-reserve populations

1. The work camp, hotel/motel and campground population residing in Fort McMurray are included in the total.
2. The increase in population in Fort Chipewyan is likely due to growth, but also because the enumerators are trained in person in 2010, which may have resulted in more accurate data.
3. The 2010 Municipal Census enumeration for Fort Mackay was only conducted on the off-reserve population. The population that resides on-reserve, including the recent reserve expansion, was not enumerated in 2010 and is thus not reflected in the 2010 census figures. Population figures prior to 2010 reflect both on-and –off reserve population.
4. “Hinterland” means sparsely populated region outside of Urban and Rural Service Areas, and does not include Work Camps and Campgrounds. A higher number in 2010 is in part due to better coverage in hinterland areas by enumerators.
5. “Shadow population” means a temporary resident of a municipality who is employed or will be employed by an industrial or commercial establishment in the municipality for a minimum of 30 days.
6. Source: The Oil Sands Developers Group, June2010

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Table: Comparison of Percent Population in the Regional Municipality of Wood Buffalo by age from 2000 to 2010

Age	2000	2002	2004	2005	2006	2008	2010
0-4	7.3	7.1	7.4	7.1	6.8	6.5	6.9
5-9	8.8	7.8	7.5	7.3	6.8	6.1	5.6
10-14	9.3	8.6	8.6	7.2	7.0	6.2	5.5
15-19	9.2	8.3	8.2	7.6	7.4	6.7	5.6
20-24	7.3	8.5	7.9	8.3	9.0	9.5	9.1
25-29	7.8	8.7	8.3	9.0	9.5	10.9	12.3
30-34	8.4	8.8	8.3	9.1	9.1	9.6	10.9
35-39	9.8	9.0	8.9	8.6	9.0	8.8	9.6
40-44	10.4	10.2	10.1	9.6	9.3	9.2	9.0
45-49	8.6	9.1	9.5	9.9	9.8	9.4	8.7
50-54	6.6	6.9	7.5	8.0	8.0	8.7	8.3
55-59	3.3	3.8	4.3	4.7	4.6	4.6	4.9
60-64	1.5	1.6	1.7	1.9	2.0	2.2	2.3
65-69	0.8	0.8	0.8	0.9	0.9	0.8	0.8
70-74	0.5	0.4	0.5	0.4	0.5	0.5	0.4
75+	0.1	0.2	0.1	0.1	0.1	0.3	0.3

Note: Aged and gender details on project accommodation and hotel/motel population are not included in the above table, as only population count was conducted for project accommodation and hotel/motel.

In some years the total does not equal 100%. This is due to the difference in the exact mathematical value of the numbers and its approximation (due to rounding) used in the above table.

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Objectives

- ❖ Increase revenue by \$250,000.

Strategies

- ❖ Secure corporate funding
- ❖ Secure funding from foundation /other funding organization
- ❖ Diversity funding base to reduce dependence on gaming revenue
- ❖ Hire fund development position

Tactics

- ❖ Match program goals with corporate philosophy
 - ❖ Match priorities of funding agencies with specific programs
 - ❖ Look for funding sources to cover long term operational costs
-

Objectives

- ❖ Increase awareness of Girls Inc.

Strategies

- ❖ Make Girls Inc. the 'expert' on girls and young women in the region
- ❖ Develop (2) signature Girls Inc. event
- ❖ Make Girls Inc. a high profile organization that woman want to work with and for
- ❖ Partner with other organizations of similar philosophy

Tactics

- ❖ Work within schools and other agencies to promote philosophy
 - ❖ Review existing functions find one that uniquely promotes our values
 - ❖ Be very visible in the community with promotional material and programs
 - ❖ Use services of communications specialist
 - ❖ Women's crisis center, etc
-

Objectives

- ❖ Expand programming

Strategies

- ❖ Partner with other female focused organizations with RMWB i.e. Kinettes, Girls Guides

Tactics

- ❖ Match programming with similar programs that complement each other

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Objectives

- ❖ Continue to expand to outlying communities:
 - Fort MacKay
 - Fort Chipewyan
 - Anzac
 - Conklin

Strategies

- ❖ To form partnerships with other groups in outlying areas, 'train the trainer'
i.e. Fort Chipewyan- Helping Hands

Tactics

- ❖ Secure aboriginal revenue for programming
 - ❖ Develop relationship with Northland School Division
-

Objectives

- ❖ Expand co-operating agreements with other organizations within the province

Strategies

- ❖ Train the trainers for interested agencies-i.e. Moose Jaw, Saskatchewan Health Authority
Wainwright, Alberta Military Base

Tactics

- ❖ Add section on website with co-operative agreements option
-

Objectives

- ❖ Offer more curriculum based programming: Media Smart, Friendly PEERsuasion,
Economic Literacy, Allies In Action

Strategies

- ❖ Work with schools to incorporate curriculum based programs in schools

Tactics

- ❖ Letters to School Councilors, Teachers, School Boards

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Objectives

- ❖ Expand number of schools served with RMWB -10 schools by 2013

Strategies

- ❖ Develop relationship with Public and Separate School Board.

Tactics

- ❖ Work with School Boards, Teachers, Principal, Counselors
-

Objectives

- ❖ Improve effectiveness of existing programs

Strategies

- ❖ Develop and use outcome measurements model for all programs
- ❖ Measure existing programs to ensure the delivery of highest possible standards of service
- ❖ Offer and encourage staff development and training opportunities

Tactics

- ❖ Use Girls Inc. material and guidelines
 - ❖ Survey of parents/agencies/guardians/schools on perceived outcomes
 - ❖ Use local training opportunities in conjunction with Girls Inc. training. Send staff to Ontario affiliates for shadow training
 - ❖ Send staff to National conference for training
-

Objectives

- ❖ Optimize human resources (staff, volunteer, board)

Strategies

- ❖ Define job description to include very specific goals and accountability
- ❖ Salary increase to achievement of goals
- ❖ Focus resources to key strategies and tactics
- ❖ Assign clear timelines to executing strategies and tactics

Tactics

- ❖ Advertise volunteer opportunities and tie in with philosophy of the organization
- ❖ Put dollar value on volunteer and Board efforts
- ❖ Advertise community commitment to program delivery

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Objectives

- ❖ To find a venue for after school/weekend programming/summer program

Strategies

- ❖ Secure a classroom in a school/church to accommodate after school programming/weekend programming.
- ❖ To find a venue for July and August for Summer programming
- ❖ Find a sponsor to cover costs of venue

Tactics

- ❖ Contact schools/churches/other agencies, i.e. Justin Slade Foundation
 - ❖ Contact agencies FCSS, Thickwood Arena, Lions Clubhouse, MacDonald Island Recreational Center
 - ❖ Check locations in Thickwood, Abasand, Gregorie, Beaconhill
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Objectives

- ❖ To purchase a vehicle for travel to program sites

Strategies

- ❖ Find a sponsor who is willing to purchase vehicle

Tactics

- ❖ Match program goals/objectives to company/foundation

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Marketing Strategy

Our target markets are young girls between the ages of 6-17, who will directly benefit from the program through participation.

- Parents who see the benefits
- Schools Boards/Teachers/Counselors

Comprehensive program participation

- | | |
|--|-------------|
| a) Direct participation in comprehensive Girls Inc. programming | — |
| b) Direct participation in one or two national Girls Inc. programs and/or local Girls Inc. program | <u>532</u> |
| c) Direct participation in a workshop or one-time event | <u>1507</u> |
| d) Direct participation in Girls Inc. programming outside of your Organization implemented by people your organization has trained | <u>82</u> |
| e) Public education and advocacy | <u>3400</u> |

Human Resources utilized by Girl Inc. of Northern Alberta to plan, co-ordinate and present a variety of programs that we offer

Type of Resources	2009	2010
Number of Volunteers	120	125
Number of Volunteers Hours	20,228	22,000
Full –time programmers (40hrs/wk)	2	2
Part-time direct service staff (40/hrs/wk-3month)	3	3
Full –time Executive Director (40hrs/wk)	1	1
Part-time Administrative Support (20hrs/wk)	1	1

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How to serve these markets:

Service & Programs:

- Sexual Assault Prevention Program—this program is mandatory for all staff and volunteers that provide direct programming to girls
- Discovery Leadership- this 14 week program uses volunteers, and during the program the girls learn about Canadian women who have been leaders and discover their own innate leadership skills
- Summer Program- this program runs from July through August. The girls do a variety of activities. The activities cover recreational and social activities as well as volunteer opportunities and some life skills training.
- Operation Smart- a science club for girls will run in the RMWB on school holidays during the school year, weekends and as part of curriculum as applicable.

Volunteer Opportunities:

Program delivery

- Summer Program
- Girls Beware
- Allies In Action
- Friendly PEERsuasion
- Media Smarts
- Operation Smart
- Discovery Leadership

Fundraising Opportunities:

- Bingo's (12/yr)
- Casino's (1 ½ /yr)
- Golf Tournament

Board of Director—the Board is comprised of 12 volunteers. They meet once per month to focus on design and implementation strategies to facilitate the growth of Girls Incorporated of Northern Alberta.

Value Proposition

Specific community needs that our program addresses are;

- ❖ To guide young girls as they develop skills that foster resilience, defined by problem solving skills, social competence and autonomy. This will allow the girls to confidently make responsible life decisions and engage in healthy and rewarding relationships in all aspects of her life. Enhanced self-esteem will lead girls to believe in the trust her abilities and potential and achieve success in school, at work, parenting and relationships.
- ❖ To offer an open and accessible community service specific to the needs of girls in Northern Alberta.
- ❖ To support families, indirectly with parent relief through matching and through various other community programs
- ❖ To demonstrate how to nurture and stimulate positive relationships.

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Use trends/demographics to match identified needs with available and suitable programs

We believe that if we provide a safe, caring environment for young girls we are able;

- ❖ To increase the young girls self-esteem and social skills
- ❖ To enable the young girls to experience and foster a caring relationship with other
- ❖ To prevent the further development of emotional, social and behavioral problems

LEADING THESE GIRLS TO BE”

STRONG

SMART

BOLD

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Market Environment

The Regional Municipality of Wood Buffalo is located in northeastern Alberta. It was established on April 1 1995 when the City of Fort McMurray and improvement district #143 amalgamated to form the largest regional municipality in North America with an area of 68,454 sq. kilometers.

Fort McMurray is at the centre of this dynamic Regional Municipality. It is the largest community within the Municipality. Other communities included are Anzac, Conklin, Draper, Fort Chipewyan, Fort Fitzgerald, Fort MacKay, Gregorie Lake, Janvier, Mariana Lake, and Saprae Creek Estates.

Total population as of 2010 censuses 104,338

Regional Municipality of Wood Buffalo

Population by sex and age group

Age Group	Male	Female	Total	%of Total
0-4	4110	3,089	7,199	6.9
5-9	3336	2,507	5,843	5.6
10-14	3277	2,462	5,739	5.5
15-19	3336	2,507	5,843	5.6
20-24	5422	4,073	9,495	9.1
25-29	7328	5,506	12,834	12.3

Average % Male 57.1

Average % Female 42.9

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Population distribution of the Regional Municipality of Wood Buffalo

Community	Total	Female	Percentage
Fort Fitzgerald	8	gender data not available	
Fort Chipewyan	1262	622	49.3%
Fort MacKay	44	15	33.3%
Draper	254	112	44.2%
Fort McMurray	76,797	32,946	42.9%
Gregorie Lake Estates	248	116	46.6%
Anzac	785	321	40.9%
Saprae Creek Estates	926	426	46%
Mariana Lake	0	0	
Janvier	195	91	46.6%
Conklin	337	165	49%
Hinderland	158		
Project Accommodation	23,325		

TOTAL

104,338

AVERAGE % FEMAE 43%

Supporting Business Systems

Governing Board and Board Building Plan

Together, the board is required to develop and deliver on the business and strategic plans, guide fundraising effort, provide leadership and guidance to the agency staff and incite passion and spirit into the mission of the agency. As per agency by-laws, the maximum board structure is 12 members, as representative as possible of the cultural, economic, social and geographic areas we serve. Members are asked to live or work in the area and all must support the mission and vision of the agency at all times. The board will be composed of the following executive positions- President, Vice President, Treasurer and Secretary. The remaining members will be classified as General Board Members and may participate in various board committees.

Board Mission Statement

“As a diverse group of committed volunteers, the Board of Directors of Girls Incorporated of Northern Alberta is dedicated to providing enthusiastic support and guidance, both morally and financially, through active participation, individually and collectively, to our clients, staff, volunteers and achievement of the agency’s mission

The structure of the board is understood to be somewhat fluid with representation sought from the following professional backgrounds;

- Human Resource
- Law
- Marketing/Promotion
- Accounting
- Business
- Teachers
- Programmers
- Youth Representative
- Business

While board members are not fully expected to commit their volunteer lives to the same vein as their professional careers, it is implicit that they will be called on for their advice, expertise and experience in their respective fields. Currently board members are recruited through various means including agency information sessions, community/media outreach, referral, word of mouth, personal invitation and recruitment from other agencies. The criteria for selection are simple; can the individual contribute something that the board is currently in need of?

Applicant profiles are reviewed for relevant volunteer, work and personal experience, understanding of the agency mission and identification of an interest to deliver on said mission. The main goal is to have a positive, dedicated, energetic and responsive group working together to meet the current and future needs of the agency governance with little intervention. This means we can address key tasks through the various stages of organizational development, calling on professional external opinion only when required to compliment the work the existing board already does.

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The process for selection of board applicants is the completion of the Board of Directors Applicants Profile (see Appendix), review of board structure, expectation, agency issues, at least one telephone and one face-to-face interview, through reference checks (3 professional/personal reference are provided by the applicant) and a volunteer police screening. Once all aspects of the screening process are satisfied, the applicant is nominated to the board.

A generic orientation and briefing is done by the Nominations Chair to get the new member up to speed on current issues facing the board, to ease the transition to board involvement and act as a resource as the new Board Member becomes acquainted with staff, other Board Members and agency issues. Each year there is also a Board Planning and Development Day. The agenda is generally set by the Executive Committee of the board and this day also serves as an opportunity of the board to work on strategic issues, to grow together without the typical pressure and time restrictions of the monthly meeting and to address any topics which have been deferred from previous meeting. Moving forward this will also involve information from resources such as the Girls Inc. Art of Trusteeship and the Executive Leadership Management Guide.

Human Resource

Attach copy of Employee personnel handbook

Facilities

Technology

Risk Management

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Public Relations/Promotional Plan

Objectives

- To increase awareness of the programs offered by Girls Incorporated
- To create a positive image within the community
- To be identified as a strong advocate for girls in Northern Alberta
- To increase funding

Promotional Plan

Target Audience

Media – print, radio, T.V.

Desired Image

Expert on girl's issues.

An organization offering programs that promote positive, strong women

Targeted Messages

Girls Incorporated empowers girls to realize their full potential through gender specific programming that inspires all girls to be Strong, Smart and Bold.

Girls Inc. has resources and information on girls' development and on issues affecting girls

Promotional Vehicles

(2) Signature Event

Press Conferences

Special events,

Programs etc

Press releases

Fact Sheets

Web site

Provide pictures

Face book

Twitter

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Target Audience

Potential and existing volunteers

Desired Image

Credible and professional organizations helping those in the community grow and enhance skills for the future.

Targeted Messages

Girls Incorporated empowers girls to realize their full potential through gender specific programming that inspires all girls to be strong, smart and bold.

Girls Incorporated offers a variety of volunteer's opportunities for all ages. Volunteer's opportunities positively affect the lives of others in the community.

Promotional Vehicles

Brochures

Information Night

Media coverage/ads

Word of mouth

Testimonials

Website

Annual Report

Target Audience

Public School Administrators

Desired Image

Provide programs that support educational objectives and fit within the provincial curriculum

Targeted Messages

Helps girls develop skill sets that will allow them to confidently make responsible life decisions.

Programming encourages girls to believe in themselves, which leads them to achieve success in areas such as schooling, work parenting and relationships.

Girls Inc believes in shaping strong and smart girls for the future.

Promotional Vehicles

School presentation

Media Coverage

Professional Development

Days at school

Workshops

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Target Audience

Targeted girls

Desired Image

Expert resources on girls' issues

Organization that offers a variety of programs

An organization catering to the interests of girls

Targeted Messages

Girls Inc. empowers girls to realize their full potential through gender specific programs that inspired all girls to be Strong, Smart and Bold.

Girls Inc. offers age specific programming

Girls Inc. believe that girls have the same opportunity for success; education, personal achievement as anyone else.

Promotional Vehicles

Special events in community

Information nights

Advertisements/Media

School newsletters

Media coverage

Referral from FCSS/Social Services/Schools

Target Audience

Targeted Parents

Desired Image

An expert on girls issues in Northern Alberta

Positive influence for girls in the community

An organization that teaches skills needed for their future

Targeted Messages

Girls Inc. empowers girls to realize their full potential through gender specific programs to inspire all girls to be Strong, Smart and Bold.

Girls Inc. goal is the prevention of behavioral, social and emotional problems.

Girls Inc. provides a safe, caring environment for girls to foster a caring relationship with others.

Girls Inc. offers programming that allow girls to grow with confidence, openness, and appreciation for who they are, where they came from and what they are capable of.

Promotional Vehicles

School Newsletters

Brochures/Newsletters

Media Coverage/Information nights

Other agencies within the community- The Hub, Alberta Health Service, FCSS

Website/Face book/Twitter

Brochures specifically for parents on talking to their girls

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Target Audience

Individual Funders

Desired Image

An organization providing a needed community service

Targeted Messages

Creates a positive relationship with community members

Provides girls in the community with an outlet to express themselves, grow as young women and form relationships

Promotional Vehicles

Face to face

Letters

Newsletters

Media Coverage

Brochures

Sponsorship opportunities

Target Audience

Foundation Funders

Desired Image

An organization providing a needed community service

Targeted Messages

Girls Inc. provides an open and accessible community service specific to the needs of those in Northern Alberta.

Promotional Vehicles

Proposals

Letters

Presentations/Evaluations

Target Audience

Corporate Funders

Desired Image

An organization providing a needed community service

Targeted Messages

The Girls Inc. continues to develop a strong network in the community through business, media human service providers, educators and service groups

Promotional Vehicles

Proposals

Letters

Presentations/Luncheons

Media Coverage

Evaluations

Volunteer opportunities

Target Audience

Government Funders

Desired Image

An organization providing a needed community service

Targeted Messages

Girls Inc. programming shapes the young women of the future.

The Girls Inc. continue to develop a strong network in the community through business, media, human service providers, educators, and service groups.

Promotional Vehicles

Proposals

Grant application

Evaluations

Sustainability plan

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Promotional Option Analysis

Lunch Event

- Will allow prospective volunteers, funders, young girls and parents a chance to learn more about the programs and aspects of the organization
- Will garner positive media attention
- Will allow existing members to voice testimonials to prospective young women

Press Conference

- Girls Inc. spokespeople have the opportunity to stress key messages and goals
- Offers an opportunity for media to attend to gets quotes and take photos
- Allows for the opportunity for Girls Inc. to answer controversial question about programming

Press Release

- Focuses on Girls Inc. key messages
- High opportunity for media coverage
- Offers important information by providing additional contact information

Testimonials

- These come from girls and community members who are satisfied with the service and programs available by Girls Inc.
- Testimonials add credibility to programs and the organization

Fact Sheet/backgrounder

- Provides quick facts the media can draw from for a story
- Gives additional information
- Allows for the opportunity to promote positive facts about Girls Inc

Brochure

- Easy way to promote Girls Inc. at an event
- Provide essential facts about Girls Inc
- Focus on key messages

Information Night

- Allows prospective young girls to learn more about Girls Inc
- Provides additional information for the parents of young girls
- Lets interested girls meet those already involved
- Girls Inc. can present some of their events and programs more visually and answer specific questions

Presentations

- These can include an audience of parents, students, school boards, and funders
- Allow Girls Inc. to promote key message and programming available

Media Coverage

- Through events, ads in newspaper, articles submitted to media, news releases etc. funders, parents, and prospective volunteers will learn more about the organization

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Targeted Media

- The Fort McMurray Today
- CJOK
- CFRN
- Shaw Cable
- Mix 103.7
- KOAS 91.1
- The Connect

Evaluation

- Increase in visitors to the Girls Inc. web site
- Increase in enrolment in Girls Inc. programming
- Increase in funding
- Increase in phone calls of interest to Girls Incorporated office
- Increase of interest by schools
- Media Coverage
- Number of hits on website/face book/twitter.

Ongoing public relation

- Develop press releases for event/new programs to garner media coverage
- Follow up with media to confirm the receipt of release and to set up possible interview
- Develop pitch/story ideas for the media to garner media coverage
- Host special events/information nights
- Monitor editorial calendars for pitch ideas
- Update web site with new content about programs/events
- Face Book
- Twitter

Media List

- Fort McMurray Today
- Edmonton Journal
- Edmonton Sun
- CJOK 93.3
- KYX 98
- Shaw Cable
- CFEN
- Mix 103.7
- KOAS 91.1
- The Connect

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Fund Raising Plan

We have created a fund raising committee that would be responsible for all fund raising activities. The fund raising committee presently consists of three (3) Board Members. Other members of the Board will also become involved as the need arises. Since the committee members are volunteers on the Board of Directors, the ultimate responsibility for ensuring the Plan is carried out and applied is the responsibility of the Executive Director.

The fund raising committee creates an annual fund raising plan which outlines the targets for the year and the process for executing the plan.

Our target operation funding breakdown is as follows;

Fund Type	% of Budget
U- unrestricted-can spend however we decide e.g. donations, events, annual fundraising.	16%
R-restricted – restrictions on spending e.g. United Way, Bingo’s, grant source.	67%
O- other- can spend however we decide e.g. endowments, program fees, rents paid to us.	17%

Our annual scheduled revenue generating activities include:

Golf Tournament (U)

Bingo’s ongoing (R)

Casino (R)

United Way (R)

Fundraisers (U)

Government Grants (R)

SEED/STEP wage subsidy (R)

Corporate Grants (R)

Other events that have occurred, but which are usually uncertain include

Donations- individual (U)

Corporate (U & R)

Grants – foundations (R)

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Current Foundations

- Canadian Women's Foundation
- Wild Rose
- Muttart Foundation
- Alberta Health Service
- Kinsmen Clubs of Fort McMurray
- Royal Canadian Legion – Ladies Auxiliary

Corporate Donors

- Suncor Energy
- Syncrude Canada- Summer Program
- Conoco Phillips
- TOTAL
- Trans Alta

Government Grants

- Alberta Community Crime Prevention Grant Program
- Family and Community Social Service-FCSS
- Federal Government of Canada – SEED—wage subsidy
- Provincial Government of Alberta – STEP-wage subsidy
- Alberta Lotteries-community initiative
- Health Canada

Labor Organizations

- Communications & Energy Paperworkers – CEP local 707
- Alberta Building Trades Council

Facilities

The Board of Trustees is assigned the function of property oversight is responsible for:

1. Development of long range plans for the acquisition of property, including facilities, vehicle and other capital items that support the mission and goals of the organization and objectives of the program
2. Development of long range plans for maintenance of all property
3. Review plans on an annual basis with the Executive Director and adopting appropriate recommendations.
4. Ensure safety plans and procedures are reviewed and approved. The entire Board sets policies related to safety and regulatory issues.

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The Executive Director is responsible for:

1. Knowing all laws and regulations relating to property used by the organization.
2. Implementing the long range plans on an annual basis
3. Managing the maintenance of all property on a daily basis.
4. Developing and maintaining safety plans and procedures that protect the board, staff, volunteers, youth, parents and general public including procedures to be followed in the event of a community disaster or emergency.

Preventive Maintenance

- Inventory of all equipment, furniture and assets will be kept up to date, including warranties, etc. All equipment and furniture will be maintained in a safe condition. Repairs will happen as a result of preventive maintenance practice.
- Inventory value will be reflected in insurance policy.
- Preventive maintenance or equipment will be conducted monthly or as deemed necessary.
- Contracts for maintenance of equipment will be reviewed annually to guarantee effectiveness and cost.
- If the facility used for program delivery is off site. Girls Inc. will check to ensure the facility is a clean and safe environment for program delivery. Girls Inc. will ensure that the offsite facility has adequate liability insurance to cover personal injury.
- Off site facility use will specify in writing
 1. Times and day of use by girls Inc. including preparation and set-up times if applicable
 2. Determine what will be provided by Girls Inc. (equipment) and what will be provided by the facility-i.e. use of specific rooms and equipment
 3. Insurance provisions of both parties
 4. Fees if applicable
 5. Restrictions on property use

Camp Facilities

Camp facilities used must met provincial standard around health and safety. Camps must be inspected prior to use by program staff to ensure safety and upkeep

Purchasing

Three bids must be obtained prior to purchase of major item.

Safety & Regulatory Issues

Girls Inc. of Northern Alberta will use a written prevention plan with specific procedures in relation to safety

- Any applicable provincial and federal laws will be adhered to
- Transportation policy around transporting girls in private and agency vehicle if applicable will be followed

General Safety Guidelines and Procedures

1. Fire drills will be conducted regularly
2. Emergency numbers will be prominently displayed
3. Disaster plans will be in place
4. Evacuation routes will be clearly visible

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5. Emergency lighting will be in working condition
6. First Aid- staff will be certificated in Standard First Aid
7. First aid kits-always available and adequately stocked
8. Accident Reports-filled out on timely basis
9. Equipment use-details on safe use of equipment will be available
10. Fire extinguishers will be available and in working condition at all program sites
11. Smoke detectors and fire alarm systems must be in working condition at all program sites
12. Emergency exits must be well marked and visible

The program facility sites will be inviting comfortable and positive for girls

- Equipment and supplies will be accessible to the participants. Girls will be given responsibility of taking care of equipment
- Artwork, poster, photos will be used to make the girls feel that the environment belong to them
- The facilities will be safe to use. The facility will be comfortable and attractive for the girls

RISK MANAGEMENT

The Board of Directors is responsible for the development and approval of a risk management program. The Board through staff and the Executive Director will monitor the effectiveness of the risk management plan and make changes as deemed necessary.

Girls Incorporated of Northern Alberta will:

- Ensure a safe environment for employees, volunteers and girls
- Adequately address and resolve liability issues
- Maintain organizational assets for the intended purpose of serving girls
- Compliance with all legal requirements
- Ensure that any individuals harmed by organizational activity receive adequate compensation

The Board of Directors or assigned committee will oversee the organizations risk management program, including continuous research, evaluation of goals and make appropriate recommendations to the board. The Executive Director has the responsibility for implementing the risk management plan. The Executive Director will participate in and give input in the development process. The Executive Director will work with staff to create an environment that is safe and well managed while balancing the need for girls to grow and have fun.

Property

- Property refers not only to physical facilities at Girls Inc. program site, but also all equipment (outside and inside), signage, furniture and vehicles. The risk management plan aims to protect property from fire, theft, flood, vandalism, etc.
- Adequate insurance coverage will be maintained by the agency to cover replacement costs of office furniture and equipment through fire, theft, vandalism, etc. The insurance policy will be reviewed annually to ensure adequate coverage.
- Office equipment and furniture will be checked on a monthly basis to ensure it is in safe working condition. Equipment or furniture that is deemed unsafe will be repaired or replaced
- An updated inventory list of office equipment and furniture will be maintained

Fidelity

- Office equipment or supplies that may leave the program site must be signed in and out when in use.
- For any fundraising event where cash is being collected, a minimum of 2 staff or volunteers are to be involved. All monies will be receipted and accounted for.
- Issuance of tax receipt will be the responsibility of the Executive Director. The tax receipts will be kept in a lock drawer under the supervision of the Executive Director.
- Deposits of cash and cheques will be done on a timely basis and deposited into the appropriate bank account
- Petty cash will be accounted for on cash sheets all necessary receipts will be attached. The Program Director will request petty cash from the Executive Director as necessary.
- Supplies will be ordered from vendors by staff designated with this authority (Executive Director, Program Director, Executive Assistant) all invoices will be put into accounts payable folder.
- The Executive Director will issue checks to pay accounts payable on monthly basis, all checks must have two (2) signatures from the Board of Directors. The Board will designate who has signing

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authority. Board Members so designated will go to the bank to provide signature samples. Cheque books will be the responsibility of the Executive Director. No blank cheques with signatures will be kept.

- The Board will be given written monthly financial statement at Board meetings and a quarterly financial budget analysis will be given to the Board.
- The books of the Society will be financially reviewed by a Certified Public Accountant (3rd party)
- Board of Directors and Staff will be named in the insurance policy to cover liability and theft. Insurance policy will cover loss through theft.

Liability

Programming;

- All program sites will be inspected by staff prior to use to ensure safety of site and equipment. Faulty equipment will be noted and not used.
- Liability insurance will be adequate to cover accidental injury to participants.
- All girls will submit from their parent or guardian a consent sheet to participate in programs. All girls will have to submit medical information such as emergency contact number, medical conditions and medicine.

Screening:

- All Staff or volunteers in program delivery will have to complete an RCMP check, a Social Service Prior Involvement check, provide three (3) references, take an in-house Sexual Assault Prevention Program and an in-depth interview process.

Training:

- Staff and volunteers will be informed of reporting procedures for suspicion of abuse.
- Appropriate attendance sheets, incident reports, first aid reports will be maintained by program staff and volunteers.
- Program staff and or volunteers will have a Standard First Aid Certificate
- First Aid kit will be accessible at all programming

Transportation;

If staff or volunteers are to transport girls in their personal vehicles, they must provide proof of adequate insurance coverage.

- ✚ Where transportation to and from programming is the responsibility of the parent/guardian, the staff/volunteers will ensure that girls are picked up and dropped off at appropriate times and there is no risk to the child.
- ✚ Staff will maintain accurate files on each girl and note any problems that exist or may arise. Staff is responsible for reporting problems on a timely basis to the supervisor
- ✚ Corporal punishment is not allowed in any form
- ✚ Staff accused or suspected of misconduct will be suspended until an investigation can be conducted
- ✚ Staff and volunteers will sign an Oath of Confidentiality regarding information they may learn about participants
- ✚ Parents will be given a parents Handbook outlying their responsibilities to the responsibilities to the staff/volunteers. Parents will be expected to provide all pertinent information to the agency regarding medical condition or restrictions of the child.
- ✚ Staff will be issued a staff manual outlying their responsibilities
- ✚ Volunteers will be issued a volunteer manual outlying their responsibilities
- ✚ Absolutely no use of drugs or alcohol by staff/volunteers or participants will be tolerated

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Supervision;

- Staff/volunteer/participants ratio of 1/15 will be maintained at all times.

Trustee

- Board of Directors will be issued a Board manual outlying their duties and responsibilities
- Board Members must have an RCMP clearance, and provide personal references
- Trustees will be included in organizations insurance coverage.

Vehicle;

Should the organization have a business vehicle for use in transporting girls

1. The vehicle will be maintained in a safe condition and have maintenance performed as needed
2. Adequate insurance coverage for vehicle will be maintained, to cover damage and liability for accidental injury
3. Staff driving the vehicle especially if transporting girls will have appropriate class of license
4. Vehicle will not be used for personal use

Forms

- Consent forms for participation will be signed by parent/guardian prior to program
- Registration forms will be kept for each participant and kept in a secure location
- List with emergency information will be available to program staff at each program event