

Girls Inc. of Northern Alberta Strategic Plan 2021-2025 Executive Summary

We wish to acknowledge that this document has been developed on the lands of Treaty 8 territory, the traditional meeting ground, gathering place, travelling route and home of the Cree, Dene and Métis people for thousands of years.

The purpose of Girls Inc. of Northern Alberta Strategic Plan 2021-2025 is to outline the strategic directions that Girls Inc. of Northern Alberta aims to take for the period of 2021-2025. As one of the 78 affiliates of Girls Inc. Network across the U.S. and Canada, our strategies are informed by [Girls Inc. 2021-2025 Strategic Plan](#) and [Girls Inc. of Northern Alberta Strategic Plan 2019-2023](#).

Girls Inc. of Northern Alberta is the leading advocate in advancing rights and opportunities for all girls in the Wood Buffalo region. We are committed to work towards diversity, equity and inclusion so that all girls can thrive.

Each year, we employ a proven, dynamic model to empower all girls to be strong, smart and bold.

Aligning directly with [Girls Inc. 2021-2025 Strategic Plan](#), Girls Inc. of Northern Alberta is ready to grow by:

- developing a sustainable organization,
- creating a resilient culture, and
- building a thriving community.

We go beyond survival and resilience. We catalyze changes in dialogues and underpinning systems. With our technical expertise, community trust, and local experience of nearly 20 years as Girls Inc. Affiliate and 40 years since Fort McMurray Big Sisters Society, we aim to deliver our programs to over 2,000 girls between 6 and 18 years of age across the Wood Buffalo region annually by 2025 – so that more girls are inspired to become ‘future leaders’ and ‘agents of change’.

In so doing, we will pursue the following strategic priorities to deepen impact in the Wood Buffalo region, particularly where our programming is absent and/or underserved than needed to achieve a diverse, equitable and inclusive world:

1. Girls Inc. of Northern Alberta will deliver programs that are innovative, intentional, research-based, preventative, holistic, context-specific, age-appropriate, barrier-free and transformational to achieve positive outcomes for all girls.
2. Girls Inc. of Northern Alberta will provide opportunities in an inclusive and equitable way that are tailored to meet the diverse needs of all girls so that they can thrive as agents of change and future leaders.
3. Girls Inc. of Northern Alberta will serve as an advocate for all girls to have equal rights, respect and barrier-free life opportunities.

This plan has been developed as a collaborative effort of Girls Inc. of Northern Alberta Board of Directors, Executive Leadership, Staff, community partners, and most importantly, direct voices of our girls.

With this strong guidance, we are confident that many more girls will grow up strong, smart and bold.

Vision

A world in which all girls values their whole selves, discover their strengths and achieve their goals.

Mission

To inspire all girls to be strong, smart and bold.

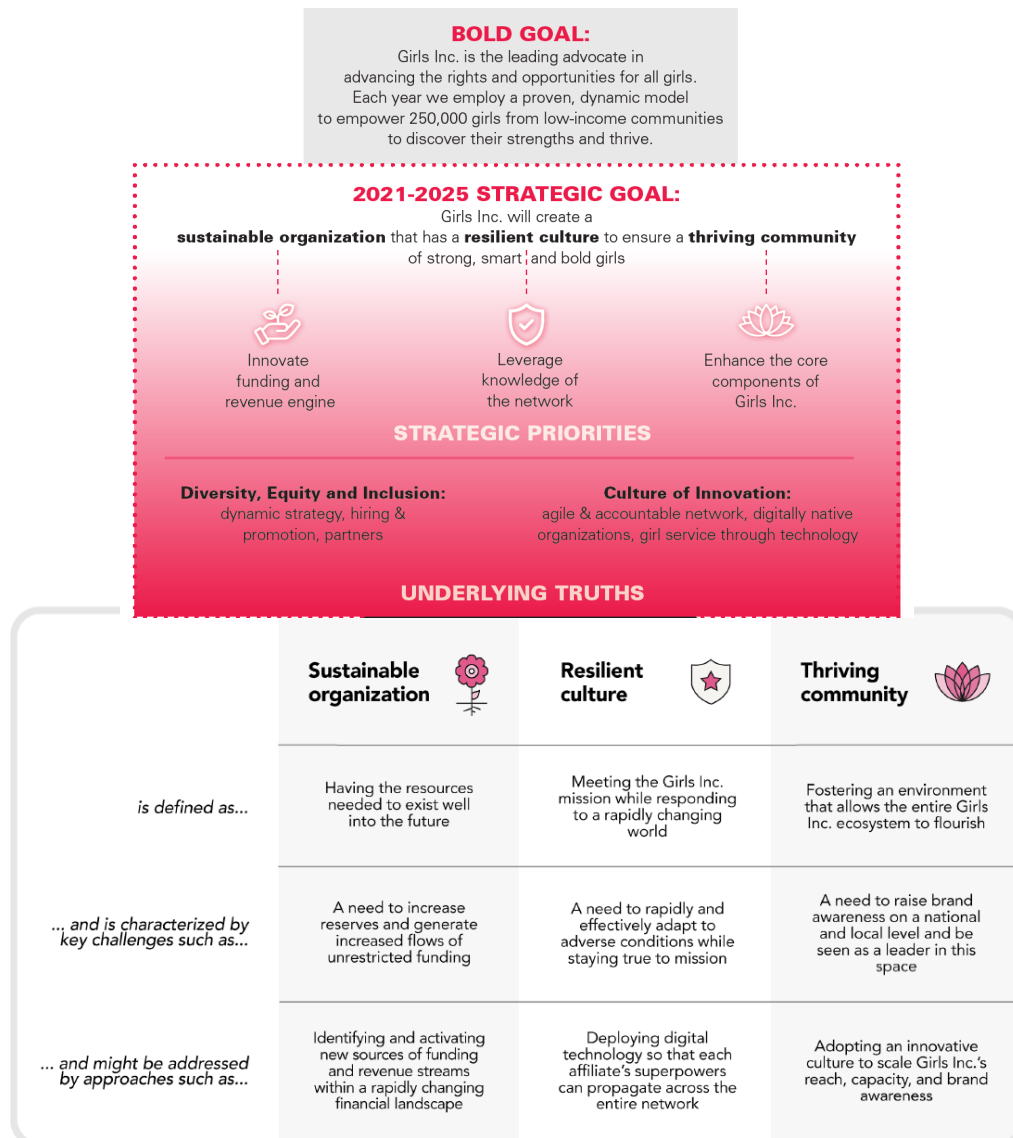
Values

Girls Inc. of Northern Alberta Board of Directors, leaders, staff and volunteers share and are guided by a core set of values in order to deliver high-quality programs and services to all girls.

Girls Inc. of Northern Alberta values the following:

- Inspiration
- Advocacy
- Empowerment
- Self-development
- Integrity

Girls Inc. National 2021-2025 Strategic Goal:



Girls Inc. of Northern Alberta Strategic Plan 2021-2025

Aligning with the Girls Inc. National 2021-2025 Strategic Plan, Girls Inc. of Northern Alberta will participate in all Girls Inc. Network to collectively achieve the Girls Inc. National 2021-2025 Strategic Goal above.

In order to achieve a diverse, equitable and inclusive world for all girls, we will pursue strategic growth in the Wood Buffalo region where our programming is absent and/or is at a lower program delivery level.

STRATEGIC PRIORITY I:

Girls Inc. of Northern Alberta will deliver programs that are innovative, intentional, research-based, preventative, holistic, context-specific, age-appropriate, barrier-free and transformational to achieve positive outcomes for all girls.

Objective 1.1. To engage stakeholders and consult subject matter experts to accurately assess the programming needs of all girls and continue to develop appropriate programs

Objective 1.2. To develop a sufficient and sustainable human and financial resource base to continuously support the program delivery to all girls

Objective 1.3. To measure and evaluate the performance of all programs and use the insights obtained through these activities to optimize the quality of programming available to all girls

STRATEGIC PRIORITY II:

Girls Inc. of Northern Alberta will provide opportunities in an inclusive and equitable way that are tailored to meet the diverse needs of all girls so that they can thrive as agents of change and future leaders.

Objective 2.1. To expand the reach and accessibility of programming for all girls

Objective 2.2. To ensure that all girls, including girls living in remote communities, have access to programming

Objective 2.3. To provide free or low-cost programming to all girls and ensure that all financial and structural barriers that prevent program participation are eliminated

Objective 2.4. To ensure that program content is inclusive, timely and tangible that all girls can relate to or gain value from program participation

STRATEGIC PRIORITY III:

Girls Inc. of Northern Alberta will serve as an advocate for all girls to have equal rights, respect and barrier-free life opportunities.

Objective 3.1. To strengthen relationships with inspiring women, alumni and other influential people with a pro-girl attitudes and engage these individuals as mentors as role models for all girls

Objective 3.2. To strengthen awareness and knowledge of the Girls Inc. brand while improving community engagement and support

Objective 3.3. To establish Girls Inc. as a thought leader when it comes to the girls' rights and needs

Objective 3.4. To enhance partnerships and linkages with organizations that reflect Girls Inc.'s values

Objective 3.5. To increase Girls Inc.'s presence in conversations related to selected advocacy issues and influence policy decisions at the local, provincial and federal levels