



Power To Be

# Strategic Plan

2023-2025



## Statement of Strategic Intent

As we mark 25 years as an organization dedicated to removing barriers and creating access to nature, we are proud of how far we have come. Yet, our journey is far from over. Looking forward, we are eager to innovate and significantly grow our impact. We are uniquely positioned to be a key provincial resource in BC with a national impact, championing inclusion, accessibility, environmental stewardship, and mental health and wellness.

Our intent is to leverage our new nature-based home to amplify our mission and grow our impact. Through our program streams and strategic partnerships, we will explore innovative approaches to support people's individual needs. By doing so, we are confident that we can create a more equitable and sustainable community, where everyone has the opportunity to connect with nature and thrive.

## Our Values

- **Community:** We share experiences with others, build long-term connections, and support collective learning.
- **Diversity & Inclusion:** We strive to provide a sense of belonging for everyone, with equitable access to opportunities and resources.
- **Nature:** We care for and respect the natural world and the positive role it plays in people's growth, healing, and wellbeing.
- **Imagination:** We believe the pursuit of adventure, learning, and play will inspire people to discover limitless opportunities.
- **Service:** We believe our work fosters authentic relationships rooted in trust, respect, and purpose.
- **Gratitude:** We believe gratitude is at the heart of our ability to achieve our mission and to elevate the impact on our community.

## Our Mission

We build community by removing barriers and inviting people to explore what's possible in nature.

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## Our Vision

Everyone belongs in nature. Nature belongs in everyone.

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## Our Why

We believe nature can transform lives.

# Our 2023 Strategic Priorities

The current and future success of Power To Be is built around creating, stewarding, and maintaining authentic relationships with people, partners, and places. Over the next three years, our primary focuses will be:

## Deliver our programs and services to meet changing community needs and grow our impact province wide.

- Focus on three delivery streams to meet the current and anticipated needs in our community:
  - Inclusive Adventures - Building skills and community by creating positive outdoor experiences.
  - Wilderness Wellness – Creating experiences that nurture wellbeing and focus on personal growth.
  - Catalyst for Good – Delivering projects and taking actions for social and environmental change.
- Position Power To Be as a provincial resource acting as inclusion ambassadors to make more accessible and inclusive green space across the province.
- Maintain 75 community partners who are accessing our services, providing participant referrals, and actively collaborating with us around inclusion, reconciliation, environmental stewardship, and mental health and wellness.

## Energize and strengthen our culture by investing in our staff and volunteer team.

- Increase our impact by optimizing our volunteer program and supporting 19,400 volunteer hours.
- Invest in personal and professional development and training for our team.
- Deepen our commitment to an inclusive workplace by strengthening our staff recruitment and retention strategies.

## Establish our home at Prospect Lake on Vancouver Island and ensure our new site elevates our mission, increases our impact, and aligns with our values.

- Turn our house into a home, ensuring all aspects are welcoming, accessible and inclusive.
- Welcome 25,000 visits to our site.
- Scale our impact and thoughtfully grow our activity at the site.
- Deepen our commitment to the environment and discover new ways to step up for our planet.
- Establish two new site user partnerships each year.
- Achieve Living Building Challenge Petal Certification, Rick Hansen Gold Standard accreditation, and BC Camping Association accreditation.

## Be an innovative, adaptable, and resilient revenue generator.

- Deliver a \$25M comprehensive campaign to fund our programs and services and to set up our capital projects for the future.
- Secure new revenue sources including the creation of an endowment fund and a Corporate For Good program to support operating costs over the long term.
- Elevate our relationship-based approach to philanthropy, donor recognition, partnerships, and stewardship.
- Create a social enterprise that focuses on moving the notion of inclusion forward through knowledge sharing, training, and people development.

*We affirm, with respect, the unceded lands and waterways of the Coast Salish Peoples where we live, learn and play.*