



## Vision

Canada's young people are included, empowered, and engaged in creating more compassionate and connected communities where they live, and a more philanthropic future for all.

## Mission

YPI Canada is growing connected, compassionate communities through our inclusive, multi-award-winning approach to youth-led participatory grant-making. By 2024, our goal is to grant \$1M annually to charities decided by 40,000 engaged and empowered youth, and to connect 350,000 Canadians each year around caring for social causes in their communities.

**Our value proposition: High-impact social investment for funders. Proven, one-of-a-kind program for schools. Next gen engagement for local charities.**

STRATEGIC PRIORITIES

**Increase funding, diversify revenue sources, and build a sustainable YPI granting model.**

- PHILANTHROPY:** We aspire to be a strategic, high-impact partner for the philanthropic community.
- Deliver excellent stewardship that maximizes impacts for funders, charities, and youth
  - Provide YPI as a strategic service for regional grant-makers, and a best in class SROI for national funders
  - Communicate YPI's leadership in participatory grant-making, and our role in addressing the social deficit

**Deepen YPI's impact on youth and schools. Expand enrolment to new communities.**

- EDUCATION:** We will steward award-winning program quality for high schools and youth, and invest in continuous improvement.
- Support YPI educators to integrate best practices
  - Collaborate with peer organizations to enrich YPI's content, resources, and training opportunities
  - Monitoring, evaluation, learning, and improvement
  - Communicate YPI's impact on the education sector

**Increase YPI's value for participating charities. Leverage YPI for lasting community impact.**

- CHARITIES:** We strive to be a champion of local charities chosen by youth, and a collaborative, valued partner in support of their communities.
- Build closer relationships with participating charities and local social sector networks. Understand needs, and leverage our resources to create more value.
  - Collaborate with local networks to connect YPI alumni to next steps for community engagement
  - Communicate impact created by charities and youth

**Organizational goals:** We commit to being a great place to work and to volunteer, and an active contributor to Canada's social purpose sector. We will maintain best practices in board governance, human resources, financial accountability and transparency, and fundraising. We will invest in our digital data infrastructure and communications tools. Robust monitoring and evaluation will be integral to continued improvement and sharing. [goypi.org](http://goypi.org)