

Strategic Plan for Thunderbird 2018-2021

Vision: To inspire and enrich the entire Thunderbird community where people of all ages, backgrounds, and abilities are connected and engaged.

Mission: To provide educational, cultural, recreational and social service programs to the Thunderbird catchment area.

Our Values in working together in service of the community:

Respect means we are all heard and acknowledged and that we treat one another with dignity and courtesy. We value everyone as unique individuals.

Accountability means we apply ourselves as best we can, make right any inadvertent mistakes and accept full responsibility for our work.

Collaboration means we work enthusiastically as an inclusive and devoted group, optimizing our strengths and fostering creative exchanges of information.

Honesty means we are transparent in all our interactions and courageous in our views and opinions.

Supportive means we embrace each other's ideas and assist, where possible, as a cohesive team in a welcoming environment.

Our Strategic Priorities are:

Priority	A. Develop and implement a Fund Development Plan that builds a sense of abundance for the organization and the community.	B. Ensure our programs are creating excellent and engaging experiences for the whole community.	C. Increase our collaboration others to ensure our community is connected and engaged.	D. Focus on our human resources to ensure our staff and volunteers feel appreciated and creative.
Why?	Because our funding has been declining, our staff capacity is thin, and the community needs us to ensure our programs are meaningful and accessible.	Because we are not reaching everyone in the community and we want to ensure we are offering programs and services that meet their needs too, regardless of age, mental and physical ability, language capacities and age.	Because there are lots of players in the field of recreation and community-building and we want to work with them to meet the needs of the Thunderbird catchment area.	Because our team deserves our full support. There have been a lot of staff changes and the team has been affected by our lack of financial abundance!
What does success look like?	Thunderbird has subsidy programs and flexible payment options for our members. We have the resources we need to properly staff our programs. And we can be flexible in pursuing our mission and vision.	Thunderbird has more programming for all ages, intergenerational programs, programs for our indigenous community, and social and physical activities for all our seniors. We are also filling our spaces with activity and community!	Thunderbird has many partnerships that engage and connect. Thunderbird is convening important community conversations and braking down 'competition' between service providers.	Thunderbird has robust volunteer engagement. Staff retention is high. The team is diverse and supportive, reflecting and inspired by the community Thunderbird serves. Salaries, policies and workplace practices reflect an appreciated and supported team.

