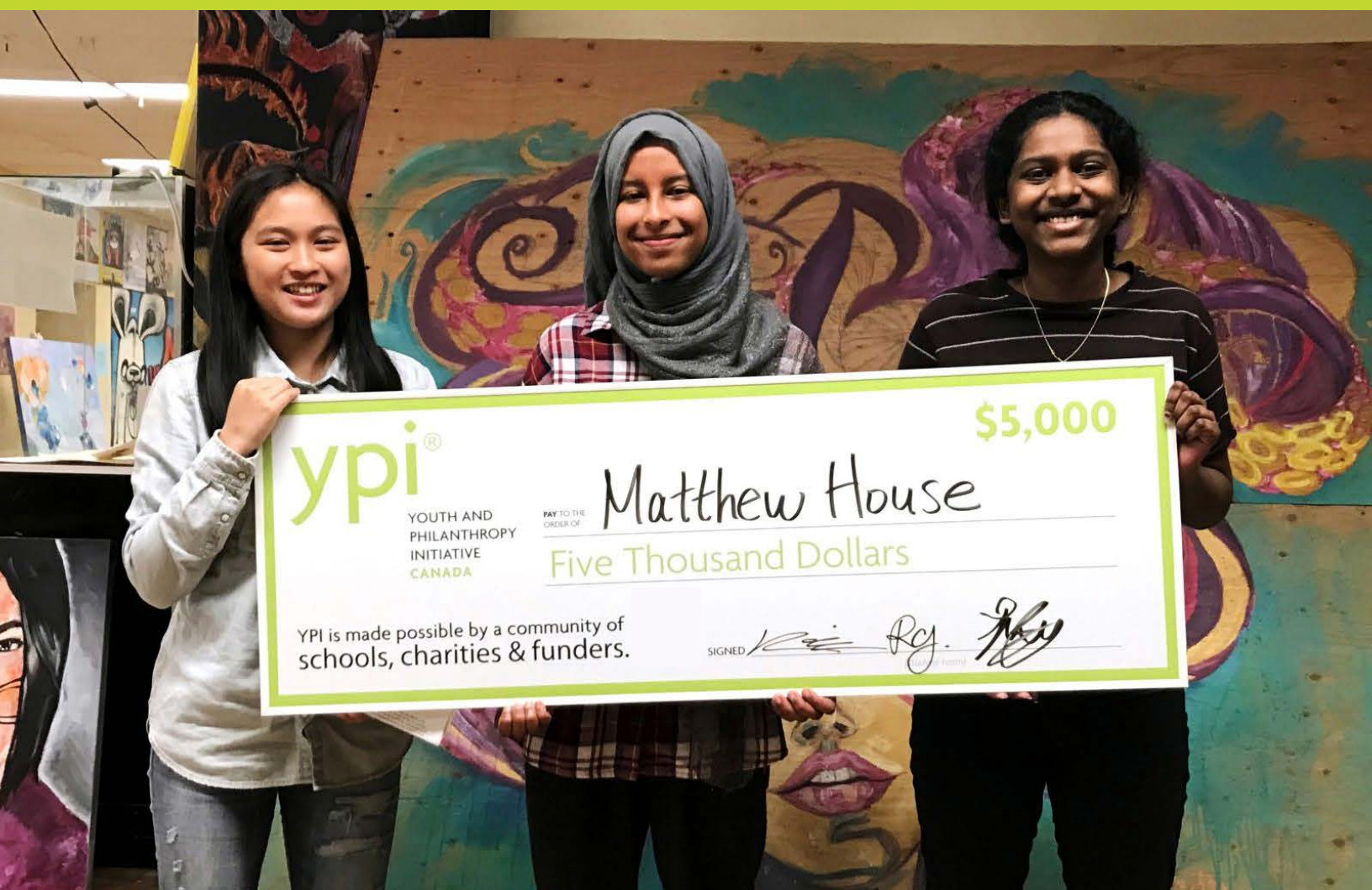


SCALING FOR IMPACT

FIVE-YEAR STRATEGIC PLAN (2025-2029)





"This project wasn't about the mark I wanted to get. It was about the mark I wanted to have on society."

Message from the Founder and President

I am thrilled to share with you the Youth and Philanthropy Initiative's strategic vision for the next five years through our new plan, "**SCALING FOR IMPACT**."

This title is not merely a banner but a declaration of our unwavering commitment to expand the positive influence of our work on students and their communities across Canada.

Since its inception, YPI has been driven by a straightforward yet profound mission: to teach secondary school students the fundamentals of philanthropy and empower them to make a real impact in their communities through direct financial grants. Our model is designed for scalability, enabling schools to integrate our program seamlessly into their curriculums without necessitating additional management layers or complexity in operations. This design ensures that our focus remains on what truly matters—enhancing student engagement and extending our reach to as many schools as possible.

As we embark on this exciting journey, our strategy emphasizes not only the expansion of our programs but also deepening the quality of engagement each student experiences.

The next five years will be pivotal as we aim to scale our impact. We are enthusiastic about working alongside our devoted donors and partners who share our vision. Together, we will cultivate a generation of thoughtful, charitable leaders who are equipped to make informed decisions that benefit their communities.

I look forward to what we will accomplish together in the coming years, driving meaningful change one student, one school, one community at a time.

Julie Toskan
Founder and President



The Youth and Philanthropy Initiative teaches secondary school students the fundamentals of philanthropy by giving students the opportunity to play a direct role in making a financial grant to a local, grassroots social service organization in their own community.

The Transformative Power of Youth-led Giving

Students begin their YPI experience by participating in an introductory workshop, forming teams, and identifying social issues prevalent in their community. They then select one issue as their focus and search for local grassroots charities assisting vulnerable members of the local population.

Student teams choose the charity they believe best addresses their selected issue and conduct preliminary research on the organization, including its mandate and activities. They contact and visit their chosen charity, conducting interviews to gain a deeper understanding of the charity's work, operations, impact, challenges, and how it can be supported by young people and the larger community.

Students develop presentations advocating for their charity and demonstrating the potential impact of a grant on the community. These presentations are delivered in the classroom, with finalists advancing to present to a larger audience and a panel of judges during the YPI Final Presentation Assembly. The judging panel, composed of a majority of students, selects one winning group to receive a \$5,000 grant for their chosen charity.

Through YPI, charities receive important funding from the youth of their community, while students become powerful agents of social change by engaging in hands-on philanthropy.

VISION

Youth are invested in their communities today, because we all need a better tomorrow.

Youth: YPI Canada is dedicated to empowering young people, signaling a clear commitment to leveraging the transformative potential of youth as key agents of change within society.

Invested: Youth are actively and deeply engaged in community issues, demonstrating long-term commitment which cultivates responsibility and a strong sense of belonging.

Communities: The focus on communities highlights the grassroots impact of the initiative, pointing to the tangible and meaningful changes driven by youth in their immediate surroundings.

Today: There is an immediate need for youth involvement in community issues, emphasizing that the benefits of such engagement are crucial and immediate.

We all need a better tomorrow: The vision extends beyond youth and their communities to encompass societal improvement, advocating a collective push towards a better future that hinges on active youth engagement today.

MISSION

Engage youth in philanthropic giving through experiential learning in high schools across Canada.

Engage youth: The mission calls for active participation, emphasizing YPI Canada's commitment to actively involve youth, fostering a dynamic and engaging interaction that captures their interest and commitment.

Philanthropic giving: Philanthropy directly connects youth to giving, instilling a culture of generosity. It empowers them as agents of change, linking their actions to broader societal impacts.

Through experiential learning: Experiential learning is utilized as the primary method to engage students, making the learning process both tangible and impactful. This approach enhances understanding and retention by providing practical, hands-on experiences.

In high schools across Canada: The initiative operates nationally within high schools, providing a structured and widespread approach to reach youth. This setting signifies a formal partnership with educational institutions, maximizing impact by using existing educational structures.

CORE VALUES

EMPOWERMENT

We encourage students to take initiative and make impactful decisions.

COMPASSION

We cultivate empathy and understanding through community involvement.

INTEGRITY

We uphold ethical standards and transparency in all operations.

INCLUSIVITY

We ensure diverse voices and communities are represented and engaged.

INNOVATION

We embrace creative approaches to education and philanthropy.

GOALS

In 2029, our goal is to engage 68,000 students that year through 400 schools across Canada. This will result in the distribution of \$2,000,000 in grants to local charities chosen by students.

	YE 2025	YE 2026	YE 2027	YE 2028	YE 2029
PARTICIPATING SCHOOLS*	125	200	250	325	400
ENGAGED STUDENTS	21,250	34,000	42,500	55,250	68,000
DISTRIBUTED GRANTS	\$625,000	\$1,000,000	\$1,250,000	\$1,650,000	\$2,000,000

*Our goal is to secure the engagement of 400 schools nationwide, with representation proportional to the distribution of high schools across various regions.

STRATEGIC PRIORITIES

As YPI embarks on its ambitious five-year strategic plan titled "SCALING FOR IMPACT," it is crucial to address four strategic priorities that will enable us to magnify our influence and deepen our reach across communities.

REVENUE GENERATION	SCHOOL ENGAGEMENT	OPERATIONAL EFFICIENCY & FINANCIAL RESILIENCE	COMMUNICATIONS & ADVOCACY
-----------------------	----------------------	--	------------------------------

1 - REVENUE GENERATION

As YPI continues to grow, our commitment to empowering young philanthropists across Canada remains steadfast. By 2029, we aim to grant \$2,000,000 to various charities through 400 schools, setting a new benchmark for our mission's reach and impact. Achieving this ambitious target requires going beyond traditional funding methods such as routine grant applications and small-scale donations.

Engage Major Donors

- **Senior-Level Outreach:** We will engage potential donors at a senior level, ensuring that conversations are strategic and tailored to the interests and values of each donor.
- **Customized Engagement Plans:** We will develop customized engagement plans to cater to the unique motivations and preferences of each major donor. These plans will highlight the alignment of YPI's mission with their philanthropic goals and offer various engagement opportunities beyond monetary donations.
- **Impact Demonstrations:** To communicate the value of investing in YPI, we will provide clear, compelling demonstrations of how past contributions have transformed educational experiences and community outcomes. This will include detailed impact reports, testimonials from participating schools, and narratives from the charities that benefited.

2 - SCHOOL ENGAGEMENT

As YPI continues to extend its reach, fostering deep, meaningful relationships with educational institutions across Canada is crucial to our mission. By 2029, we aim to engage over 400 schools in our program, ensuring that every student has the opportunity to participate in transformative philanthropic experiences. To achieve this, we will focus on enhancing support for educators, expanding our outreach to new schools, and building a vibrant community within the education sector. This strategic approach will not only sustain our current partnerships but also inspire new ones, driving long-term success and impact.

Enhance Educator Support and Retention

- **Comprehensive Support:** We will enhance support for educators by providing year-round comprehensive training, ample resources, and consistent communication .
- **Long-Term Engagement:** We will secure long-term engagement and repeat participation by emphasizing the transformative impact and benefits of the programs.

Expand and Recruit New Schools

- **Outreach Expansion:** We will expand outreach to educational institutions and school boards across Canada.
- **Flexible Engagement Options:** We will introduce flexible engagement options that accommodate immediate or future participation as funding becomes available, ensuring broad accessibility.

Strategically Manage Grants

- **Grant Coordination:** We will coordinate with funding partners to secure essential grants that facilitate school participation, managing these funds with transparency to maximize their effectiveness and reach.

Build Community in the Education Sector

- **Strengthen Ties:** We will strengthen ties within the education community by enhancing program visibility and impact through participation in

educational conferences, networking events, and forging partnerships with educational bodies and philanthropic organizations.

Incorporate Feedback for Continuous Improvement

- **Feedback Mechanism:** We will implement a robust feedback mechanism to gather and utilize insights from participating schools and educators, continuously refining the program to meet the evolving needs of the educational community.

Integrate Advanced Technology for Educator Support

- **Online Training Hub:** We will update our online training hub with rich tutorials, webinars, and interactive content, accessible at all times.
- **Virtual Community Spaces:** We will enhance virtual community spaces and implement responsive communication tools like chatbots and mobile-friendly resources to ensure consistent support availability.

3 - OPERATIONAL EFFICIENCY, FINANCIAL RESILIENCE & TEAM EXCELLENCE

To sustain YPI's growth and impact, we prioritize operational efficiency, financial resilience, and team excellence. Our goal is to optimize every aspect of our organization to amplify our mission and safeguard our long-term sustainability.

Program Innovation and Adaptability

- **Continuous Improvement:** We commit to continuously adapt and innovate our program to meet evolving needs and challenges. Building on our excellent foundation, we'll refine our approach based on lessons learned, such as our successful transition to remote/hybrid environments during COVID-19.

Team Development and Culture

- **Internal Capacity Building:** We recognize the importance of building internal team capabilities and fostering a resilient organizational culture. By investing in staff development and creating an environment of excellence, we ensure YPI remains agile and responsive to changing circumstances.

Financial Resilience and Fundraising Strategy

- **Multi-Year Funding:** We aim to move beyond annual fundraising cycles by securing multi-year grants and partnerships. This approach will enhance our financial stability, reduce operational risks, and allow us to plan for long-term impact.
- **Strategic Partnerships:** We seek to establish relationships with large funding partners and explore innovative channels for support. By diversifying our revenue streams, we'll build a more robust financial foundation for YPI.

Operational Excellence

- **Resource Optimization:** We strive to minimize overhead costs while maximizing resource allocation towards mission-critical activities. This includes streamlining processes, leveraging technology, and ensuring every dollar contributes meaningfully to our goals.

By focusing on these interconnected areas, we'll create a strong organizational backbone that supports our growth, enhances our resilience, and maximizes our ability to deliver transformative experiences across Canada.

4 - COMMUNICATIONS & ADVOCACY

To amplify YPI's impact and reach, a strategic focus on communications and advocacy is paramount. By 2029, we aspire to elevate our brand awareness, ensuring that the transformative power of our programs is recognized across all stakeholder groups—from educators and students to funders and charities. Through compelling storytelling and targeted advocacy efforts, we will not only expand our presence but also champion the importance of student civic engagement and philanthropy. These efforts are crucial in maintaining momentum, attracting new supporters, and deepening the positive influence of YPI within communities across Canada.

Building Brand Awareness and Storytelling

- **Brand Expansion:** YPI prioritizes expanding its brand presence and articulating its story across all stakeholder groups, including educators, students, funders, and charities.
- **Cost-Effective Platforms:** Leveraging its website and cost-effective platforms like social media, YPI aims to consistently communicate its mission and the transformative experiences it offers.

Advocacy for Student Civic Engagement and Philanthropy

- **Raising Awareness:** YPI is dedicated to enhancing its role in raising awareness about the importance and societal impact of its programs.
- **Strengthening Visibility:** Through these advocacy efforts, YPI strengthens its visibility and reinforces its commitment to fostering a culture of philanthropy and civic responsibility among youth, essential for maintaining engagement, attracting support, and amplifying the positive effects of YPI's initiatives within communities

Amplifying Local Impact Nationally

By providing a national platform, YPI helps build awareness of local social causes and charities, extending their reach beyond community boundaries. This dual approach of financial support and increased visibility amplifies both the financial and non-financial impact of participating charities, contributing to a broader societal shift towards greater recognition and support of grassroots initiatives.