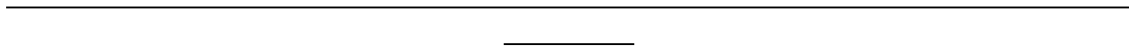


Strategic Plan – 2022 and beyond

Adam's Apples Foundation



Our Mission

Improving the mental health and wellbeing of youth through connection and education.

Our Vision

Caring, compassionate, and leading provider of mental health programs for youth and adolescents across British Columbia.

Our Values

Fulfilling the Mission and Vision of Adam's Apples Foundation ("AAF") guided by these core values:

1. Cultivate peer-to-peer connections

Students are increasingly drawn to online platforms for social interaction, and as a result, in-person connections are becoming less frequent. We believe that holding space for skills such as empathy, compassion, and active listening are imperative to maintain social skills and positive health outcomes for this age group. By providing opportunities for in-person connection, our programs create a stronger sense of community within the school environment – something that we believe has never been more vital.

2. Collaborate directly with youth and adolescents

We believe that incorporating the voice of students into our programs is critical to our success. By cultivating relationships with school ambassadors and curriculum graduates, AAF creates valuable interactions with the individuals participating in our initiatives. These connections are essential to building robust and enjoyable programs and co-creating our youth-centric brand.

3. Provide high quality curriculum and programming

AAF works to continually improve the programming we offer to elementary and high school students through the feedback provided by our participating schools, and the constructive quantitative and qualitative data we obtain. AAF is committed to developing in-person and online programming to provide you with valuable skills and resources to support themselves and their peers.

Framework of our Strategic Plan

AAF follows Franklin Covey process on the 4 Disciplines of Execution.

1. Identify your most wildly important goal or goals
2. Act on lead (not lag) measures
3. Keep a compelling scorecard
4. Create a cadence of accountability

AAF has identified three key goals designated as **Wildly Important Goals (WIGs)**. Operations of AAF will continue to move towards the WIGs with discipline, with each Committee and the Board of Directors (the “Board”) working congruently with the same goals in mind.

Using lead (what we control) and lag (the result) indicators, the Board will establish a score card and timeline to measure accountability of each committee.

Our Goals

To realize our Vision, AAF is focused on three key goals:

1. **WIG** – Build sustainable funding.
2. **WIG** – Continue Core Connectors Initiative (‘CCI’) program.
3. **WIG** – Pilot Seedlings Initiative (‘SI’) program to determine AAF’s Social Emotional Learning (‘SEL’) program’s effectiveness.

Targeted Outcomes

WIG # 1: Build Sustainable Funding

Lead measures include:

1. Number of grant applications sent to foundations and other donor organizations
2. Number of identified community partners who financially support AAF
3. Number of community-based events held by AAF

Tactics to execute include:

1. Fundraising committee - Fundraising committee to develop annual fundraising plan.
 - a) Review AAF's previous fundraising initiatives and their effectiveness.
 - b) Determine most effective fundraising activities by comparing financial and social impact of each.
2. Coordinate and submit grant applications to appropriate organizations.
 - a) Update AAF Corporate Fundraising Package.
 - b) Target number of applications to be submitted.
 - c) Prepare and submit applications and track on scorecard for reporting purposes – success or lack thereof, reason for rejection, if any, timelines for anticipated \$, etc.
 - d) Impact reports to enhance donor relations.
3. Encourage student driven fundraisers.
 - a) Connect with Youth Council members and CCI graduates to facilitate fundraising events at their schools.
 - b) Create consistent and easy to implement fundraising concepts (apple themed bake sales, apple pie eating contests, etc.).

Targeted Outcomes (continued)

WIG # 2: Continue Core Connectors Initiative program

Lead measures include:

1. Number of CCI sessions run annually
2. Number of CCI graduates annually

Tactics to execute include:

1. Maintain listing of school contacts and update monthly. Use this listing to contact schools ahead of the school year (e.g. in August) for possible assembly, homeroom, or class-time appearances.
2. Provide simple and efficient sign up/registration process for students.
3. Prepare relevant administration forms to share with interested applicants (e.g. consent forms, mental health literacy scale ("MHLS") and help seeking surveys).
4. Deliver program to participating students, and obtain their feedback regularly.
5. Meet with facilitators after each CCI program delivery for program feedback.
6. Maintain sufficient facilitator resourcing through communications with Three Story Clinic and mental health professionals on the Adam's Apples Board of Directors.
7. Collect and archive qualitative and quantitative data for future publications. It is expected that Fred Chou in partnership with University of Victoria will spear head the CCI publication(s).
8. Track on scorecard the noted lead measures and report regularly to team and Board of Directors.

Targeted Outcomes (continued)

Goal # 3: Pilot 'SI' program to determine AAF's 'SEL' program's effectiveness

Lead measures include:

1. Number of schools participating in the piloting program
2. Number of feedback surveys completed

Tactics to execute include:

1. Complete final edits to the SI curriculum.
2. Create administrative documents (e.g. consent/assent forms) for program delivery.
3. Prepare survey for students/teachers/parents to assess SI pilot program performance.
4. Facilitate teacher training, free of charge, to teachers interested in the SI piloting program.
5. Develop strong relations with trained teachers, along with other school staff, to increase the likelihood of long-term use of the SI program at the piloting schools.
6. Archive and analyze data from pilot programs. Prepare report to the Board of Directors on program results.