

# **Strategic Plan 2022-2025**

**CRE**

# **Table of Contents**

## **Vision & Purpose**

Page 3

## **Guiding Beliefs**

Page 4

## **Innovation & Sustainability**

Page 5

## **Organizational Wellbeing**

Page 6

## **Relationship building**

Page 7

## **Vision**

We envision a future where Indigenous youth are empowered and connected as dynamic leaders in vibrant and thriving communities.

## **Purpose**

As a national Indigenous youth led organization, we collaborate with communities to provide programs, grants and opportunities that are grounded in Indigenous ways of knowing and being and designed to strengthen and amplify the voices of Indigenous youth.

# Guiding Beliefs

Centering Indigenous youth perspectives, we have **7 deeply held principles** that guide us in our work and in the way in which we relate to each other:

1. Solidarity

2. Innovation

3. Reciprocity

4. Reclamation

5. Advocacy

6. Resurgence

7. Accountability

# Innovation and Sustainability

Together we build the resources and capacity to respond to the needs of Indigenous youth and their communities.



**Inform** innovation in program design and delivery through meaningful engagement with youth and communities.

**Facilitate** equitable access to a diverse range of programming with a focus on underserved communities.

**Capture** and share best practices so that all decision-making is values-based and grounded in evidence.

**Advocate** for Indigenous youth and community-defined priorities.

**Secure** stable, diverse, and ethical funding.

# Organizational Wellbeing

Together we are a strong, vibrant, compassionate, and inclusive Indigenous youth led organization.



**Formalize** internal communications, decision-making processes, and an Accountability Framework.

**Enhance** brand equity and awareness by renaming our organization and developing a marketing strategy.

**Indigenize** Board governance so that they are effectively operating in line with our Guiding Principles.

**Communicate** a shared understanding of how CRE's work advances Indigenous youth and community wellness.

**Support** and sustain a healthy, engaged, and skilled staff community through policies and practices that promote holistic wellness.

# Relationship Building

Together we strive to be a respected and collaborative partner that builds and nurtures trusting and reciprocal relationships.

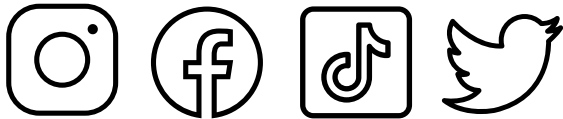


Establish recognition as a respected resource and collaborative partner through building conscientious, reciprocal relationships that support partner initiatives and enhance community supports.

Facilitate partnerships between Indigenous youth leaders, grassroots groups, Communities, governments and Indigenous and non-Indigenous organizations.

Ensure that CRE programming is enhancing community program options and avoids duplicating programs and services.

## **Follow us!**



**@cdnroots**

## **Website**

**canadianroots.ca**

## **Address**

**489 College Street,  
Suite 500  
Toronto, ON M6G 1A5**