



<p>Purpose (why we do what we do) To ensure young people feel heard, valued and supported</p>	<p>Vision (where we aspire to be) A powerful youth mentoring movement creating thriving communities across Australia</p>
<p>Mission (what we do) To impact youth wellbeing and engagement through early intervention mentoring programs in schools and communities</p>	<p>Impact (what we achieve) Young people are empowered to be resilient, capable and connected and the adults in their lives are skilled to support them</p>

Values		
 <p>Excellence <i>We are evidence-based, responsive, consistent, experts in our industry</i></p>	 <p>Integrity <i>We operate with authenticity, accountability, transparency</i></p>	 <p>Respect <i>We believe in acceptance, equity, inclusivity</i></p>
 <p>Heart <i>We are kind, passionate, sincere, empathetic</i></p>	 <p>Vitality <i>We are positive, fun, energetic, inspiring</i></p>	 <p>Courage <i>We are imaginative, driven, progressive, confident</i></p>

Goals	Programs	Research + Evaluation	Fundraising + Philanthropy	People + Culture	Marketing	Volunteers + Operations
Strategies	Engage, develop, and support our mentees by designing and delivering best practice, industry leading mentoring programs in schools and for young mums	Design, develop and implement research and evaluation framework to prove and improve our impact	Generate required fundraising income from a diverse range of sources	Attract, develop, nurture, reward and retain our staff, maintain our "village" culture	Raise brand awareness to attract, nurture, and convert mentees, mentors, partners, schools, staff and donors	Nurture, convert, develop and retain our volunteers. Streamline operational processes and establish support functions.
Measures	Statistically significant outcomes, match retention rate, satisfaction rates for mentees, mentors, and schools	Statistically significant outcomes, quantitative survey results, qualitative research focus group findings, annual reporting	Fundraising income exceeds annual expenses with 10% surplus, 5 year strategy in place and on track, balanced fundraising portfolio	Recruitment indicators, job happiness levels, staff retention rates, regular review of operational procedures	Marketing analytics and metrics to measure ROI, increased brand awareness, conversion and retention rates, community donations	Mentor conversion, retention and satisfaction rates, staff survey results Adherence to ACNC, ATO, ASIC and other legislation

Strategic Impact Goal
To make best practice mentoring available to all public year 8 students across Australia, prioritising those at risk of disengagement or poor wellbeing