

Noelle's Gift TO CHILDREN



STRATEGIC PLAN 2024 - 2029



LaurentianUniversity
Université**Laurentienne**

BACKGROUND

Noelle's Gift to Children partnered with Professor James Bowen and a group of MBA students in his Strategic Management Class at Laurentian University to complete a strategic planning project during the period of January – April 2023. The following steps were completed to inform the business plan development final report and strategic planning recommendations for our 2024-2029 strategic plan:

- ***Literature Review*** of best practices and regulation/laws that apply to Noelle's Gift to Children business model.
- ***Environmental Scan*** of financial information, other not-for-profit organizations in the community, and a stakeholder feedback survey.
- ***SWOT Analysis*** (Strengths, Weaknesses, Opportunities & Threats).

Noelle's Gift to Children would like to express our gratitude to, and acknowledge the efforts of, Professor James Bowen, Patricia Buckley, Sydney Medina, Katie Morin-Leblanc, Evaminda Solis & Yile Yao in supporting our strategic planning process.



Noelle's Gift to Children Survey Highlights

A total of 289 survey results were received and a data report was generated to inform strategic planning recommendations. Survey participants included community members, donors, volunteers, funding recipients, Board members and individuals who identified as "other".

86% from Sarnia-Lambton
4% from Chatham-Kent
10% from "other" region.

98% had good familiarity
with Noelle's Gift to
Children and our mission
as a charity.

Light Up the Night Run,
Annual Gala & Vehicle
Raffle had the highest
rated familiarity for
fundraising events.

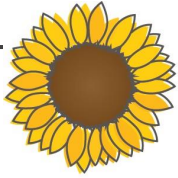
90% strongly agree that a
donation to Noelle's Gift to
Children is used wisely.

92% agree with the
statement "Noelle's Gift to
Children is a community
asset".



Noelle's Gift TO CHILDREN

- Mission:** Committed to improving the lives of children in our community.
- Vision:** To ensure every child has the chance to grow up great.
- Values:** Education, Healthy Growth & Development, Resilience.
- Priorities:** Learning, Healthy Nutrition, Physical Activity, & the Provision of Basic Necessities that Support Student Success.



Noelle's Gift TO CHILDREN

STRATEGIC PLAN 2024 – 2029

Our Focus



Year 1

Stability &
Strong
Governance



Year 2

Planning for
Sustainability &
Growth



Year 3

Expand into
Chatham-Kent



Year 4

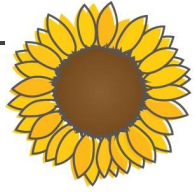
Optimize
Operations for
Noelle's Gift to
Children



Year 5

Reset the
Direction for
Next 5 Years





Noelle's Gift TO CHILDREN

STRATEGIC PLAN 2024 – 2029

How We Will Achieve our Vision

Year 1 Priorities

- Create annual workplan.
- Update policies & procedures.
- Create a critical path for event planning.

Year 2 Priorities

- Feasibility assessment for potential staff model.
- Build fundraising activities in Chatham-Kent.

Year 3 Priorities

- Establish KPIs and evaluation plan.
- Expand further into Chatham-Kent.

Year 4 Priorities

- Evaluate Noelle's Gift to Children events & programs.
- Make optimization decisions for future of Noelle's Gift to Children.

Year 5 Priorities

- Share Noelle's Gift to Children model with other communities.
- Reset Noelle's Gift to Children direction for next 5 years.