

2024-2027 STRATEGIC PLAN



FAMILY
RESOURCE
CENTRE

INCREASE AGENCY FINANCIAL RESILIENCY

To increase and diversify KARA's annual revenue streams while simultaneously developing and strengthening KARA's financial systems. This strategic initiative aims to ensure financial sustainability and resilience for KARA's continued growth and impact.

AGENCY GOVERNANCE

Develop KARA's Board of Directors Governance model, with a focus on strengthening policies and procedures, to enhance the overall capacity and efficiency of the Board of Directors. This initiative aims to bolster support for KARA's direct operations.

PROGRAM DEVELOPMENT

By 2025, KARA aims to improve program accessibility, development, and delivery through a multi-faceted approach. This includes piloting a service delivery model to boost accessibility by 20%, integrating an evidence-based evaluation framework, revamping data capture methods to increase funding success by 15% and program effectiveness by 20%, introducing programs for tweens and young teens, enhancing volunteer management, and tackling food insecurity via partnerships to bolster community support and resilience.

MARKETING & COMMUNICATION

By December 2025, KARA aims to achieve a 25% growth in brand and digital engagement, captivating the minds, hearts, and investments of stakeholders. This goal will be achieved through a strategic blend of storytelling, a refreshed brand identity, an intuitive website redesign, and dynamic social media engagement. The objective is to deeply connect with the community, ensuring KARA's story not only reaches but profoundly impacts our audience.