

## OUR VISION

is to enable all young people from diverse and complex backgrounds to have equal access to educational opportunities

Strategic Focus Areas 2016 - 2019

### PARTNERSHIPS DEVELOPMENT

- Establish and implement a Youth+ Foundation communication strategy to initiate and nurture stakeholder relationships
- Develop effective and long term relationships with key stakeholders at local, state and national levels
- Build the capacity of key stakeholders to be strong advocates for Youth+ and the Youth+ Foundation

### RAISING FUNDS

- Develop Youth+ Foundation Business Plan which identifies the priority areas for funding and strategies for fund raising
- Develop targeted and tailored sponsorship packages



**youth+**  
YouthPlus Foundation Ltd

### BRANDING

- Develop an authentic Youth+ Foundation brand that reflects the Youth+ purpose and vision. Brand awareness that connects emotionally and is 'lived' through Youth+ work
- Develop a social media strategy to support the Youth+ Foundation's goals and builds brand awareness

### GOVERNANCE

- Establish strong governance model
  - Implement a rigorous annual planning and review cycle
- Develop capable and skilled staff
  - Ensure effective financial management

### MISSION

The Youth+ Foundation exists to support the broader interests of the community. It does this by providing a quality and innovative education for young people from diverse and complex backgrounds. Youth+ Foundation fundraising activities facilitate the improvement and development of the resources and operations of Youth+ Flexible Learning Centres nationally.