

# Toronto Island Canoe Club Strategic Plan 2021-2026

<b>MISSION</b>	Toronto Island Canoe Club is an accessible, inclusive, safe and environmentally friendly place for novice and experienced paddlers to engage in paddle sports on the Toronto Islands.						
<b>FOCUS AREAS</b>	Safe paddling sports programs	Attract experienced paddlers	Attract novice paddlers	Reflect the diversity	Respect for the environment	Governance Club Administration	
<b>OBJECTIVES PROJECTS</b>	<b>Safe Paddling</b> Safe Paddling Policy Train coaches and members on SPP	<b>Adequate Boat Storage</b> Make sure indoor and outdoor boat storage is adequate <b>Masters Program</b> Design Masters Program	<b>Adult Programs</b> Write Adult Programs Coach Job Description, Hire Coaches Design Novice Adult Programs <b>Youth and Kids Programs</b> Write Kids Programs Coach Job Description, Hire Coaches Design youth and kids program	<b>Outreach to a specific diverse group</b> Design marketing materials Partner with different groups and schools	<b>Education activity</b> Design education materials <b>Alternatives to gas boats</b> Research alternative motor options	<b>Constitution</b> Review and update <b>Compliance</b> Review compliance <b>Membership promotion</b> Find partners	<b>Club Manager</b> Create job description for a Club Manager <b>Registration Tools</b> Implement CKC Membership tool <b>HR and Financial Tools</b> implement HR (payroll) and accounting tools
<b>VISION 2026</b>	TICC will have participants that reflect the diversity of Toronto. Experienced paddlers will have leadership roles. TICC will have successful programs. TICC's governance model will be up to date with the times.						
<b>VALUES</b>	Optimism	Respect for the environment	Responsibility	Welcoming	Fun	Health and wellness through paddling	