

STRATEGIC DIRECTIONS

SERVING MORE PEOPLE



Conduct review of Individual Membership Program

Enhance our ability to be a resource for hiking related information and opportunities in Ontario

Engage more youth

Broaden our outreach and communication scope

DELIVERING SERVICE EXCELLENCE



Enhance existing Risk Management Program

Delivery of a sustainable and affordable Insurance & Liability Program

Enhance existing Hike Leader Certification Program

Enhance existing Long Distance Awards Program

STRENGTHENING THE HIKING & WALKING COMMUNITY



Better advocate our position on trail related issues

Enhance our relationship with member clubs

Make a strong investment and commitment to establishing new partnerships

DEVELOPING EFFECTIVE ORGANIZATIONAL SYSTEMS



Streamline accounting & bookkeeping methodologies

Streamline administrative functions

Embrace a modern governance model

ACHIEVING SUSTAINABILITY



Secure sustainable core funding sources

Develop and implement a comprehensive Fundraising Strategy

Further develop our Volunteer Program

Strive towards reintroduction of paid staff