



STRONG ROOTS 2026-2031

5-year strategic plan



OUR FOUNDATIONS



WE REFRESHED OUR FOUNDATIONAL STATEMENTS

VISION

A community where youth homelessness is ended, mental health and wellbeing are centred, basic needs are met with dignity, justice is restorative, there is financial independence and every young person and their family has the power to shape their future.

MISSION

As a service provider, advocate, and community partner, YSB works with youth in both English and French to end homelessness, reimagine mental health, expand opportunity through education and employment, advance restorative justice, and amplify youth voices, so every young person and their family can thrive.

VALUES AND PRINCIPLES

If our vision describes the future we're building, and our mission defines what we do to get there, our values and principles are how we move, the way we lead, collaborate, and show up every day. They guide every relationship, every decision, and every act of service.

+ | Youth at the Centre

+ | Equity and Justice

+ | Belonging and Dignity

+ | Courage to Lead

+ | Collaboration for Impact

+ | Accountability with Transparency

2026-2031



OUR STRATEGIC DIRECTIONS

— SELECT A PRIORITY —



LEAD



THRIVE



AMPLIFY



CONNECT



IMPACT



AUTHENTIC YOUTH LEADERSHIP



ENSURE YOUTH ARE AUTHENTIC PARTNERS IN SHAPING YSB AND THE SYSTEMS THAT IMPACT THEIR LIVES.

YSB is returning to its roots. This planning process has reminded us how far we've come and also what we may have lost as we've scaled. At the heart of YSB's success has always been young people themselves and the folks drawn to work alongside them. Going forward, YSB will co-create and activate a Youth Leadership Framework across the organization.

Our Priorities

- + | Develop a transformative Youth Leadership Framework for YSB
- + | Invest in visibility and resourcing of youth committees, including dedicated supports for Indigenous, disabled, racialized, and 2SLGBTQ+ youth



A HEALTHY ORGANIZATION



BUILD A UNIFIED, EQUITABLE, AND VALUES-DRIVEN CULTURE THAT ENABLES YSB TO DELIVER BOLDLY ON ITS MISSION.

Youth and their families are the reason we exist but without our heartbeat we can't succeed. The heartbeat of YSB has always been its exceptional staff. To sustain that strength, YSB is committed to building a workplace that is healthy, unified, equitable, and well-structured. An organization where staff, leadership, governance, and youth partners are aligned around shared purpose. This means activating our values and principles organization-wide, clear communication, transparent decision-making, and strong systems, supported by a structure that allows us to thrive.

Our Priorities

+ | Advance equity, inclusion, and the practice of reconciliation

+ | Build clarity and trust in decision-making

+ | Invest in people and culture

+ | Strengthen organizational systems and structures

+ | Support governance evolution



LEAD BOLDLY IN ADVOCACY AND SYSTEMS CHANGE



STRENGTHEN YSB'S POSITION AS A CREDIBLE, VISIBLE, AND INFLUENTIAL LEADER IN ADVANCING EQUITY AND OPPORTUNITY FOR ALL YOUTH.

To achieve its vision, YSB must be both a strong service provider and a strong public voice. This means positioning YSB as a credible, visible leader in policy, advocacy, and systems change, while also ensuring its brand and communications reflect its refreshed mission, vision, values and principles. Building the internal structure to connect advocacy, communications, and government relations will allow YSB to amplify youth voices, influence decision-makers, and work in alignment with the YSB Foundation to mobilize resources.

Our Priorities

- + | Build advocacy capacity
- + | Build a powerfully aligned brand and communications strategy
- + | Unify messaging with the Foundation

INTEGRATE, STRENGTHEN, AND INNOVATE ACROSS THE CONTINUUM OF YSB SERVICES



**BUILD ORGANIZATIONAL CAPACITY TO
MAP, ASSESS, AND STRATEGICALLY
ALIGN PROGRAMS TO MISSION,
ENSURING DECISIONS ARE EVIDENCE-
INFORMED, VALUES-BASED, AND
MAXIMIZE IMPACT ACROSS THE
CONTINUUM OF SERVICES.**

Building on the critical shifts identified through the strategic planning process, YSB will integrate, strengthen, and innovate across the continuum of services. The goal is to ensure youth experience seamless, coordinated pathways - not fragmented silos - no matter where they enter the system. This direction commits YSB to making bold, evidence-informed choices about where to invest, scale back, innovate, and how to sustain our impact.

Our Priorities

- + | Map the full suite of YSB's programs to make strategic and evidence-informed program decisions
- + | Close the digital divide
- + | Create seamless navigation

CULTIVATE A CULTURE OF LEARNING, EVALUATION, AND INNOVATION



HARNESS DATA, EVIDENCE, AND CREATIVITY TO STRENGTHEN SERVICES, INFORM ADVOCACY, AND DRIVE CONTINUOUS IMPROVEMENT.

In addition to being a service provider, YSB must also be a learning organization. We will harness the power of data, evaluation, and youth-centred evidence to strengthen services, inform advocacy, and inspire innovation. By seeking feedback and embracing experimentation, YSB is committed to continuous improvement.

Our Priorities

+ | Strengthen data systems to track outcomes for all participants (including data disaggregation), measure impact, and provide real-time insights for staff, leadership, youth, and partners

+ | Foster innovation through experimentation



**WHERE EVERY YOUNG PERSON IS SAFE,
SUPPORTED, AND HAS THE POWER TO
SHAPE THEIR FUTURE.**

YSB provides essential services to youth and families, and will advocate for systemic changes to improve the lives of our clients. Be part of it. There are many ways to join us as we work towards this brighter future. You can help by supporting our programs, being an advocate, becoming a volunteer and donating.

[Learn more about YSB](#)