



Youth for Christ
Youth Unlimited™

Forward. **Together.**

PLAYBOOK
OF STRATEGIC
STATEMENTS

FORWARD. TOGETHER.

On December 30, 1944 several thousand young people gathered at Massey Hall in Toronto for an evangelism rally that played a role in reshaping the landscape for Canadian youth and young people around the world. Seventy-five years later, Youth for Christ continues to impact the lives of young people across Canada in almost every setting imaginable, including youth centres, concert venues, skateboard parks, schools, camps, residential facilities and coffee shops from Vancouver Island in the west to Halifax in the east.

Over all these years, YFC has been “Geared to the times, Anchored to the Rock”, doing anything, by all means to reach as many youth as possible. We have been known as innovators, missionary entrepreneurs and collaborators in communities, bringing the body of Christ together with a common goal to reach youth for Christ.

In October 2018, YFC Executive Directors from across Canada gathered in Quebec City to answer four critical questions: **Why do we exist?** (*Mission/Vision*), **How do we behave?** (*Values*), **What do we do?** and **How will we succeed?** (*Strategic Anchors*). It was critical that we answered these questions to guide us in our future endeavours and keep us from mission drift over the next 75 years.

We reached these statements with tremendous unity and they were adopted by the National Board in March 2019 as our “*Play Book*” of strategic statements. These statements will guide every decision that we make moving forward.

It is our prayer that these statements guide every decision in programming, hiring, partnerships and branding as we seek to see every young person living fully in Christ across Canada.

Forward. Together.



Tim Coles

National Director

Youth for Christ Canada

“To the weak I became weak, that I might win the weak. I have become all things to all people, that by all means I might save some.”

1 CORINTHIANS 9:22



WHY DO WE EXIST? WE EXIST TO SEE...

Every young person
living fully in Christ

WHY DOES YFC CANADA EXIST?

(Mission Statement)

Every young person living fully in Christ

EVERY – not only marginalized, not only middle-class, not select ethnicities, but every youth in Canada. This means that we will be purposeful in how we engage different demographics of youth. We can't do this alone. See *"Partnerships"* in Strategic Anchors.

YOUNG PERSON – this includes elementary as well as high school age youth. It also covers early adulthood as some of the young people that we work with are requiring our care and discipleship beyond their teen years.

LIVING FULLY – this captures the essence of *"life to the full"* as Jesus said in John 10:10 - it is wholistic in every way - fullness of life encompasses our mind, body, soul and spirit.

IN CHRIST – salvation in Christ, experiencing life in Christ, reconciliation through Christ, regeneration in Christ, identity in Christ, disciple of Christ.

"The thief comes only to steal and kill and destroy; I have come that they may have life, and have it to the full."

JOHN 10:10 NIV



HOW DO WE BEHAVE?

- Centered on Christ
- Called to the Mission
- Committed to Relationships
 - Seriously Fun

HOW DO WE BEHAVE?

(Values)

These are values that are core to who we are, who we hire, and how we relate to one another and the outside world.

CENTERED ON CHRIST

- If our lives are not centered on Christ, we will find it very difficult to do this work. Our lives must be centered on Christ in order to be effective in our ministry and to avoid falling away from our calling.
- If we do not hire staff whose lives are centred on Christ, we risk shifting the priorities of the ministry and the possibility of slowly eroding the mission.
- This stated value captures the essence of the following concepts, “Abiding in Christ”, “Spiritually Vibrant”, “Rooted identity in Christ” and “Saturated in Prayer” *(Some of these are covered later in Strategic Anchors).*

CALLED TO THE MISSION

- This is not just a job. There must be a sense of calling, a calling to participate in seeing every young person living fully in Christ.
- Our funding model of ministry partner development requires a certain calling or sense of calling for us to be able to cast vision to others and invite them to join us on this journey.
- Each staff person has the opportunity to explore and confirm this calling through the YFC Canada Foundations Credentialing program in their first two years of ministry.

COMMITTED TO RELATIONSHIPS

- Relationships with youth – we have a personal and relational ministry model.
- Relationships with each other – work, serve and minister out of relationship.
- Relationships with ministry partners – not a transactional partnership, rather a relational partnership.
- Relationships in the community – building community relationships and being committed to serving and working out differences in relationship.

SERIOUSLY FUN

- A bit of a play on words here, but seriously, we are fun, and our people need to be fun in order to enjoy all that is YFC/YU.
- We are a fun group, seriously!

A group of hikers with large backpacks walking away on a trail. The image is dark and moody, with the hikers' figures silhouetted against a lighter background of trees and foliage. The hikers are wearing various types of outdoor gear, including hats, gloves, and backpacks. The overall tone is adventurous and focused on outdoor activity.

WHAT DO WE DO?

Engage and equip youth to
know and follow Jesus

WHAT DO WE DO?

Engage and equip youth to know and follow Jesus. “What we do” is different from **Why** we exist. Why we exist drives what we do, why we exist is the direction we are heading, making the world a better place by . . . What we do. It’s just that, it is what we do.

ENGAGE – in relationship and proximity, meet them where they are at, contextualized core ministry programming.

EQUIP – engage in activity and programming that adds value to our relationship with youth, producing fruit such as renewed character, healthy relationships, joyful service, clear purpose.

TO KNOW – clearly communicating the message of the gospel, inviting youth to place their faith in Jesus.

FOLLOW JESUS – engaging in discipleship as a lifelong follower of Jesus, with the purpose of having their identity rooted in Christ.

“I have been crucified with Christ and I no longer live, but Christ lives in me. The life I now live in the body, I live by faith in the Son of God, who loved me and gave himself for me.”

GALATIANS 2:20 NIV



HOW DO WE SUCCEED?

- Saturated in Prayer
- Equip Staff and Volunteers
- Contextualized Youth Programming
 - Partnerships

HOW DO WE SUCCEED?

(*Strategic Anchors*)

In order to succeed, we need to filter our activities through these statements. We know we will be successful when we are saturated in prayer, equip our staff and volunteers, develop contextualized youth programming and do our work in partnership.

SATURATED IN PRAYER

- This has been key to our strategic pillars in the past 10 years. We cannot be effective in our mission without being saturated in prayer.
- We need to be seeking the heart of God in our own development and in the development of our teams and ministries.
- We need strategies in place for intentionally seeking God's wisdom, provision and power.

EQUIP STAFF AND VOLUNTEERS

- Staff Health and Resilient Spirituality – Spiritual Retreats HMB
- Foundations Credentialing Training
- Volunteer Training
- Equipping Administrators
- Evangelism & Discipleship Training
- Leadership Development
- Presence Point Supervision Training
- Sharpening Leaders Initiative
- Arrow Leadership Development

CONTEXTUALIZED YOUTH PROGRAMMING

This is our hallmark: 35 Chapters, 300 ministry sites, 900 different programs. We seek to develop programs that meet the specific needs of youth in each unique community across Canada.

PARTNERSHIPS

We can't accomplish *"Every young person living fully in Christ"* without partnerships.

- Volunteer, church, community, ministry partner, inter-Chapter, Chapter-national, local ministry to local ministry, national ministry to national ministry.
- Let's not do it alone, let us work within kingdom partnerships.

WHAT IS MOST IMPORTANT RIGHT NOW?

(*Strategic Plan: 2020 - 2023*)

In October 2019, our YFC Executive Directors from across Canada met in Saskatoon to answer this fifth critical question for our strategic direction, “**What is most important right now?**” After six week of prayerful preparation, two days of facilitated discussion and several months of focused work, we have landed on these four priorities.

Core Ministries

Creating clarity around our story, increasing organizational collaboration, ministry development, partner development and impact.

Innovative Centres

Pursuing **shared interests** in
inspiring environments

Trips, Camps & Events

Sharing **experiences, adventure & social impact** at home and abroad

Critical Care

Supporting youth experiencing
systemic vulnerability

Leadership Development

Growing & discovering **God's purpose for life**

Community Outreach

Connecting through **team & mentoring** relationships

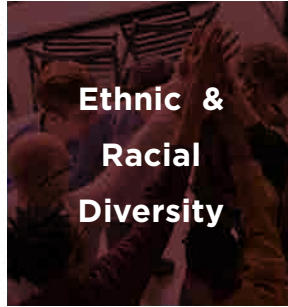
Marketplace Initiatives

Developing **employment skills & entrepreneurship**

Diversified Leadership & Funding

To see diversity in the staff and leadership of Youth for Christ across Canada that more accurately reflects the diversity seen in our communities.

Three key areas of focus:



Discipleship

To provide a model, strategy, and resources for our staff and youth to grow in their own discipleship and their ability to make disciples.

Equipped for Conversations

To equip our staff and volunteers to be able to engage in critical conversations with youth.

Our focus on these key result areas will drive us to be more efficient, more diverse and better equipped to

“Engage and equip youth to know and follow Jesus”.

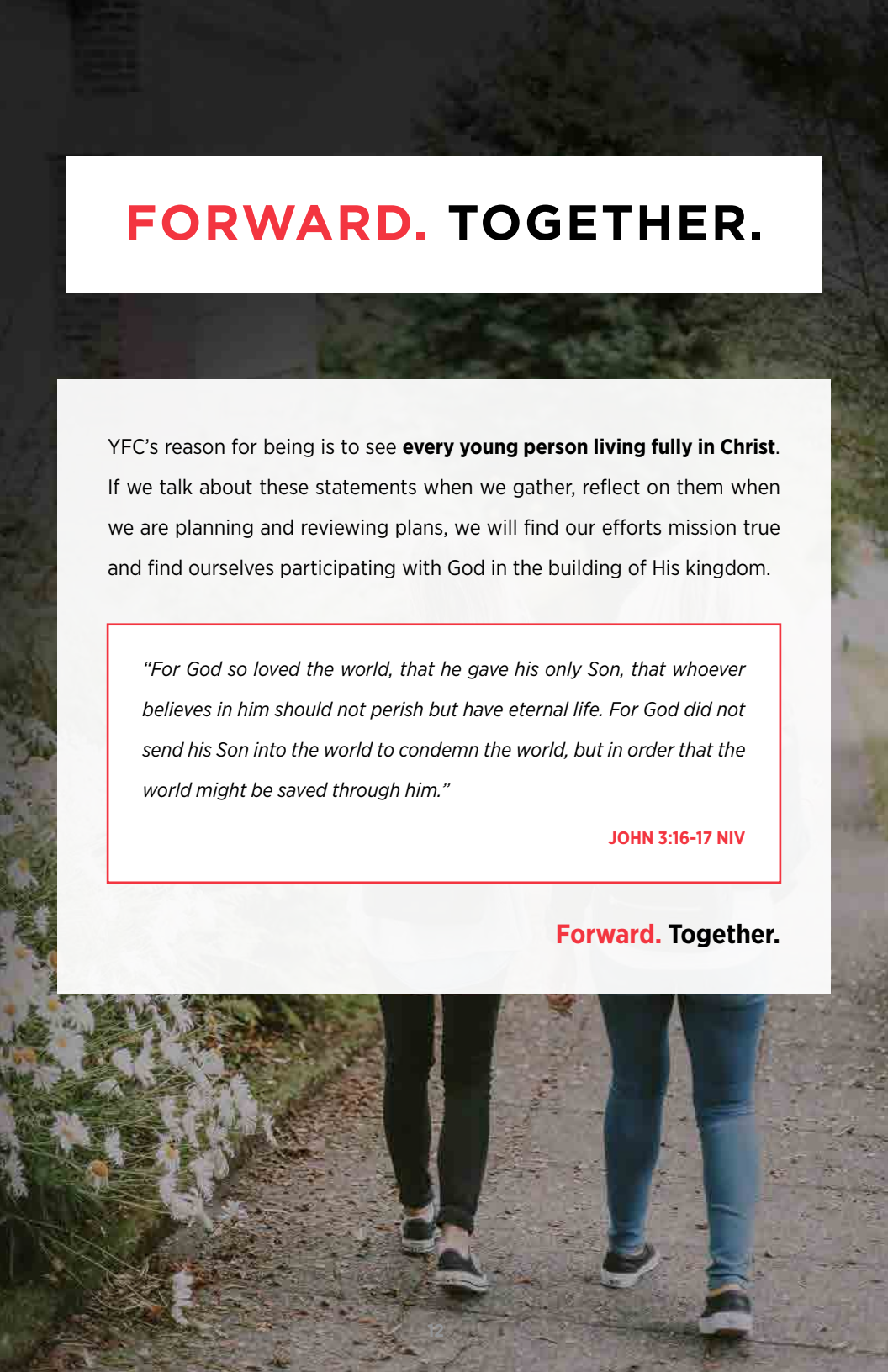
FORWARD. TOGETHER.

YFC's reason for being is to see **every young person living fully in Christ**. If we talk about these statements when we gather, reflect on them when we are planning and reviewing plans, we will find our efforts mission true and find ourselves participating with God in the building of His kingdom.

"For God so loved the world, that he gave his only Son, that whoever believes in him should not perish but have eternal life. For God did not send his Son into the world to condemn the world, but in order that the world might be saved through him."

JOHN 3:16-17 NIV

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WE SEE THE HOPE AND POTENTIAL IN EVERY YOUNG PERSON



Youth for Christ
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