A Way Home Kamloops - Strategic Plan

2026 – 2029

VISION

All youth have a safe place to call home and the supports to sustain wellness.

MISSION

AWHK is rooted in action to end youth homelessness by providing affordable housing, wrap around supports and advocacy initiatives that put youth first, powered by a dynamic team, and sustained through grounded community partnerships.

CORE VALUES

- **FIRST VOICES LEADERSHIP**: Empowering those with lived expertise to guide the community movement to end youth homelessness. We elevate youth voices to create systems change.
- **YOUTH-CENTRED CARE:** Demonstrating respect and empathy while providing wrap-around supports customized to each youth's unique needs.
- **SUSTAINABLE MOVEMENT:** Working with community partners to share learnings and drive innovation in pursuit of our long-term mission and vision.

Priority 1

PROGRAMS

Strengthen our core offering by sharpening what is already in place and expanding the depth of impact for the youth we serve.

Priority 2

PEOPLE

Invest in our staff team and centre youth voice — building capacity through retention, resilience, development, and recruitment.

Priority 3

SYSTEMS

Build the financial, operational, and relational systems that allow AWHK to operate sustainably, adapt, and grow responsibly.

Priority 4

ADVOCACY

Use our voice and credibility to advocate for the systems change needed to address youth homelessness, supported by storytelling and data.

Priority 1: Programs

Sub-themes

- **Optimizing programs** — reviewing, refining, and improving what AWHK currently delivers to ensure it remains effective, evidence-informed, and responsive to youth needs;
- **Increasing impact** — deepening and, where appropriate, extending AWHK's reach in a responsible, sustainable way.

Goals

- *Goal 1 — **Develop evaluation frameworks** for programs that track youth outcomes by engaging both staff and youth at multiple entry points. Use both data and storytelling in the evaluation effort in ways that are shareable.*
- *Goal 2 — **Add to the number of units** that AWHK offers in both Scattered Sites and for youth under 19 years of age.*
- *Goal 3 - **Support appropriate staffing levels** to foster growth.*
- *Goal 4 — **Build on partnerships** through Wrapforce and Circles of Support for youth by adding partners and strengthening relationships with existing partners.*
- *Goal 5 — **Refine operations** by improving processes, policies and procedures.*

Priority 2: People

Sub-themes

- **Retention** — keeping the talented, committed people AWHK already has;
- **Resilience** — supporting staff wellbeing and the team's ability to sustain demanding, complex work;
- **Development** — investing in skills, knowledge, and leadership growth;
- **Recruitment** — bringing in the right people to fill gaps and strengthen the team;
- **Centering youth voice** — ensuring that the youth AWHK serves shape the organization's direction and decisions.

Goals

To be developed. Goals describe the specific outcomes AWHK aims to achieve under this priority over the planning period. Each goal should be concrete enough to be tracked and meaningful enough to drive decisions.

- *Goal 1 — Create meaningful opportunities for **youth employment** that are well supported*
- *Goal 2 — Develop the **leadership team** that supports the staff and programs*
- *Goal 3 — **Provide training and support** to all team members that fosters resilience*
- *Goal 4 - **Recognize achievements, have fun** and continue to foster a work culture where team members trust one another*
- *Goal 5 – **Provide competitive wages, benefits and flexibility** that ensure staff resilience and recognition*

Priority 3: Systems

Sub-themes

- **Building an adaptable approach** — strengthening AWHK's ability to respond to changing conditions, including political, economic, and social shifts;
- **Securing more funding** — growing AWHK's revenue base to support its programs and ambitions;
- **Reducing dependence on individual funding sources** — diversifying funding to mitigate risk and increase resilience;
- **Growing partnerships** — deepening existing relationships and forming new ones with other organizations and the community at large;
- **Pursuing responsible growth** — expanding AWHK's capacity and reach in ways that are sustainable and aligned with its mission.

Goals

- *Goal 1 — Articulate our ability to provide intakes for our programs in Kamloops **for surrounding areas.***
- *Goal 2 — **Expand funder relations** by recognizing existing funders and adding new partnerships with the help of the whole team.*
- *Goal 3 — **Grow brand awareness and partnerships** by building an inventory of brand merchandise to supply at community events that staff and youth can attend.*

Priority 4: Advocacy

Sub-themes

- **Using storytelling and** data — communicating AWHK's work, the realities of youth homelessness, and the case for change in ways that move audiences and decision-makers;
- **Advocating for systems change** — working alongside partners and decision-makers to shape the policies, funding structures, and systems that affect youth experiencing or at risk of homelessness.

Goals

- *Goal 1 — utilize the strengths of the **BC Coalition to End Youth Homelessness** to advocate for systems change at a Provincial level*
- *Goal 2 — take part in **municipal, provincial and federal budget** input sessions with offerings of data and stories compiled through the evaluation processes*
- *Goal 3 — Provide **information to the public** at events*