



**EMPOWERED TO SUCCEED:**

# **S2F THEORY OF CHANGE**



[www.start2finishonline.org](http://www.start2finishonline.org)



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## **S2F THEORY OF CHANGE**

### **OUR MISSION**

To break the cycle of child poverty by providing ongoing educational support to Canada's at-risk children, nurturing mind, body and social health so they are empowered to succeed and become role models for change.





**SUCCESS STARTS HERE**

# Formula for Impact

For the last 21 years, what has driven us is the desire to make Canada one of the best places to raise a child. The Formula for Impact is the framework that Start2Finish will follow to achieve our Priority Outcomes of **INCREASED WELL-BEING, LITERACY and GRADUATION** for Canadian children in grades 1-8 who are experiencing poverty/deprivation. It is the key to making our ambitious vision of success for all Canadian children a reality.

## Children in Communities of Complexity



## + Outcome-Driven Activities

**4 Key Elements to Promote Child Well-Being and Success:**

**#1** Programming

**#3** Careship

**#2** Advocacy

**#4** Collaboration

## = Priority Outcomes



### Well-Being

Increase physical activity and develop social-emotional agencies that contribute to improved mental health



### Literacy

Achieve and maintain grade-level literacy skills and make reading a habit



### Graduation

Develop skills and agencies that contribute to success in high school, graduation, and post-secondary pursuits

Element

#1

# PROGRAMMING

At the heart of our organization are the activities that connect us to our “why” -- the children. Our programs are founded on the philosophy that it truly takes a village to raise a child. By building a curriculum based on scientific research and the needs of our beneficiaries, we employ programs that mentor, support and uplift children in school, communities, and online. Our programming is a vehicle to help students graduate, increase well-being, and excel in various literacies. As Canada is economically and socially divided, these activities are intended to act as bridges to create a more accessible country for our children.







# ADVOCACY

## #2

We believe that it is not only important to serve communities of complexity, but also use our voices to amplify issues concerning childhood in Canada. Through government and business engagement, we work to ensure resources are directed at the well-being of young people in our nation. Being in the community space for over twenty years has afforded us the opportunity to both research and engage with populations often left behind by policy makers. By offering our research (ex. White Papers and participation in Boards of Trade) and coming to the table as informed participants in the democratic process, we hope to positively influence child-related policy and activities.



An extension of our government and business advocacy is creating change by activating Canadian citizens to make change. “Careship” is putting forward a new way of seeing the world. How do we practice equity in the classroom or boardroom? How do we dream a new kind of Canada where Start2Finish’s services are no longer relevant or needed? These are the questions we seek to discuss and share with Canadians. We don’t have all the answers, but we are willing to provide space to have pivotal conversations about childhood in Canada. These conversations take place through direct stakeholder communication, panel discussions, the creation of community groups, and curriculum development.







# COLLABORATION

## #4

Community is our first, middle, and last name. We believe that none of our activities are possible without the help of others. By looking into the communities we serve and working with organizations who align with our mission and vision, we refuse to duplicate services and we aim to extend impact for all Canadian elementary students. From researchers to school boards/schools to community organizations, we hope to collaborate with even more individuals and groups to make an even greater change.



# **SUCCESS STARTS HERE**

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