



GIRLS' BRIGADE MINISTRIES'
STRATEGIC PLAN 2022 TO 2027

Introduction

In 1893, a pioneering Christian woman, Margaret Lyttle, had a vision to help girls and young women to grow as followers of Jesus through providing weekly activities to support their physical, mental, and spiritual wellbeing. Since that time, generations of girls and young women have been empowered and equipped to seek, serve, and follow Christ, taking up positions of leadership both within and outside of the Church.

The past two years of the COVID-19 pandemic have been challenging for Girls' Brigade Ministries (GBM/GB) but especially for children and young people who've experienced loss in its widest sense, with loss of freedom and loss of opportunities. As we begin to rebuild following the pandemic, we remain committed to working with children and young people to help them grow as individuals and to walk alongside them as they discover Jesus and the transformation He can bring to their lives.

Just like Margaret Lyttle, we want to continue to support children and young people on their journey through life, adding value to the lives of thousands by giving them a foundation for life of new skills, opportunities to serve others, and an introduction to Jesus Christ.

None of this is possible without the support and commitment of our volunteer leaders who deliver weekly activities, residentials, and other activities for the children and young people involved in GB's local community groups. Our strategic plan for 2022-27 helps set out the priorities that are needed to support our volunteers and enable GB to grow and continue to support children and young people in this generation.



Jo Greengrass

Chair



Sue Parkin

Network Chair



Jules Murdy

Director



Vision

Lives and communities transformed and enriched as generations seek, serve, and follow Christ.

Mission

GB Ministries, through fun and friendship, empowers children and young people to seek out opportunities, serve their communities, and follow in the footsteps of Jesus.

Values

The key guiding principle of GBM is to help children and young people to discover life to the full. This is underpinned by a set of values that determine attitudes and behaviours and, wherever GBM is at work, you'll see these values being lived out in the way volunteers and staff members engage with children and young people.

Anyone who encounters GBM, in any way, should experience that we are:

Fun! We laugh a lot - there are smiles because we enjoy activities and feel at ease in our relationships

Sound! GB is safe and secure. We take care in training and equipping volunteers and staff members to operate responsibly in everything they do in GB. Safeguarding children and volunteers and taking care to manage risk is important to us

Friendship! Children, young people, and volunteers make friends through GB. We have time to get to know one another, to care and support each other like friends do. GB friends often become life-long friends

Discovering Jesus! Through GB, children, young people, and their wider families discover the story of Jesus for themselves. They have opportunities and space to learn about Him and to become people who live like Him in this world

Living it! GB enables children and young people to discover gifts, develop their potential, take up opportunities to develop leadership and life skills and to express their values and faith in the way they live

Yes! GB is full of applause, encouragement, certificates, awards, smiles and simple 'well done's'. GB loves to affirm young people - to acknowledge their gifts, skills, achievements, and efforts and to celebrate who they are.



How we work

The work of GB Ministries is underpinned by our Christian faith.

- **Discovering Life: Seeking Christ**

- Developing relationships with those around us.
- Going into and being a part of the community.
- Helping young people to develop confidence, resilience, wellbeing, and life skills.
- Supporting and developing emerging leaders.

- **Reaching Out: Serving Christ**

- Being contextually and culturally relevant to the current generation and local communities.
- Developing a holistic awareness of people and their needs.
- Raising awareness of the issues affecting girls and young women and helping others to turn up the volume of hope for this generation.



- **Leading Others: Following Christ**

- Meeting needs and enabling others to find wholeness.
- Evoking people's consciousness to the life available through Jesus.
- Equipping and empowering one another to be a people of transformation.

Strategic priorities

GB Ministries' strategy for 2022 to 2027 will focus on three key strategic priorities:

- People
- Profile and Perception
- Sustainability.

People

We take a relational approach to our work, whether that's when in contact with children and young people, volunteers or our staff team, and we want our people to feel valued and to be equipped for the role they're called to in the work of our ministry.

Profile and Perception

We want to raise the profile and perception of GB Ministries across all areas of life, so that we're seen as a vibrant, proactive and relevant 21st century organisation, motivated through our Christian faith, to help children and young people live 'life to the full' in all aspects of their lives.

Sustainability

We want an organisation with fit for purpose structures and that's funded so we can continue to reach future generations of children and young people.

People	Profile	Sustainability
<p>Develop a clear and attractive volunteer journey.</p> <p>Undertake an Equality, Diversity and Inclusion review and act upon the findings.</p> <p>Provide an attractive, relevant, programme that remains true to the Gospel.</p>	<p>Shout about our work and improve the clarity of our messages to beneficiaries.</p> <p>Strengthen existing links with faith communities and provide clarity around the relationship between the GB Support Centre, Church and local GB group.</p> <p>Develop a plan to promote the work of GB across Christian and secular communities.</p>	<p>Support local groups to grow their numbers.</p> <p>Develop a fundraising strategy and invest in fundraising capacity and capability.</p> <p>Review our current support centre model to reduce overheads.</p> <p>Simplify our structures to ensure they're fit for purpose and relevant to our organisation and the world in which we operate.</p>



By 2027

Our strategic plan sets our direction and lays the foundations for GB Ministries' work beyond 2027. Working together, our volunteers will be equipped to continue to help the next generation to be empowered to seek opportunities, serve their communities, and follow in the footsteps of Jesus.

By 2027 we'll see...

- Our volunteers and our staff team feel valued and equipped for the role they're called to in the work of our ministry:
 - 80% of leaders and staff members feel valued and equipped for their role
 - An Equality, Diversity and Inclusion audit has taken place and steps to implement recommended changes are in place so that all volunteers, staff members and members feel part of the GB family and that our programme and resources reflect the diversity of our members
 - A clear training pathway is established, with new volunteers being offered initial training within four weeks of registration with the GB Support Centre
 - New programme materials on current relevant topics have been produced for each section annually
 - All current programme materials have been reviewed and a withdrawal, refresh and replacement plan is in place
 - 80% of members and volunteers are satisfied with the programme materials.
- Growth in the number of children and young people engaged with GB Ministries' activities:
 - At least 10 new GB groups established
 - The number of children and young people involved in GBM will grow by at least 10% each year from the launch of this strategy
- An organisation with fit for purpose structures, that's funded, to continue to help children and young people grow in their faith and follow in the footsteps of Jesus:
 - A funding strategy is in place to increase annual grant and donation income by 50%
 - A review of GB's current organisational structure will have been undertaken and changes implemented.
- The name of GB Ministries to be well known in the Christian and secular world as a relevant Christ-focused mission movement:
 - 80% of GBM's partner churches see GB as relevant mission among children and young people for their church
 - Stories of GB's impact on the lives of children and young people are regularly shared both within, and outside of, GB
 - GB will have in place a 'theory of change' to enable it to clearly demonstrate its impact on beneficiaries.



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