

During our recent Strategic Plan refresh, one message emerged consistently: the community desires BrightStart Caledon to remain grounded in its unique strengths - connection, belonging, and support - while also adapting to the swiftly changing needs of Caledon. This resulting plan represents both a renewal and a reaffirmation of our vision, ensuring that every family in Caledon has a place to connect, learn, and grow.

By concentrating on what truly matters, Family Hub 2037 brings the organization together around four essential pillars: Position, Partner, and Pilot supported by a strong foundation we call Prosper for long-term sustainability to operationalize our vision for children aged 0–12 years and their families. Each initiative is designed to align with Family Hub 2037's core values of inclusion, equity, and excellence, ensuring that all families, regardless of their child's age, have access to meaningful, high-quality supports.

POSITION



Strengthen our position as Caledon's trusted family hub

Build visibility as a thought leader for inclusive family well-being

Deepen organizational capacity and sustainability to ensure equitable access to supports

PARTNER



Build high-impact partnerships that serve diverse families and communities

Co-create responsive, inclusive initiatives that reflect local needs

Strengthen sustainability and advocacy for equitable opportunities across Caledon

PILOT



Foster innovation that enhances accessibility and inclusion

Test, learn and scale what works for all families

Build a learning organizational culture rooted in equity, respect and belonging

PROSPER



Renewable revenue through major gifts, grants and micro-campaigns
Strong HR capacity, modern systems and a positive, inclusive culture
Evidence-based decisions, prudent risk-taking and long-term investment

