The Future of the Boys' and Girls' Brigade

From the fall of 1993 until February 1995, a group of Brigade staff, Board members, volunteer leaders and Brigade members met to develop a strategic plan for The Boys' & Girls' Brigade Association. A mission and vision statement was developed, published and accepted by the Board of Directors:

Mission Statement

The mission of The Boys' & Girls' Brigade Association of Neenah-Menasha is to improve the quality of life in the community.

The Brigade staff, volunteers and parents in partnership with local business, industry, schools and churches accomplish this mission by developing, updating and providing organized programs and activities for youth (grades 6-12).

These programs and activities teach responsibility and leadership, enhance living and social skills, strengthen character, instill a sense of purpose and self-esteem and benefit both youth and adults as members of the Brigade family.

Vision Statement

In support of the stated mission and to address future opportunities, the vision of The Boys' & Girls Brigade Association is to:

- Continuously improve the programs and activities offered to the Brigade Family: i.e. the youth we serve, their parents, the volunteers, and the staff.

- Strengthen financial resources to address the influence of a changing economy on current and future programs.

- Heighten community awareness of the Brigade and its activities.

- Assess current and future needs to ensure that relevant programs are developed which will improve the quality of life in the community.

In the spring of 1997 the Board of Directors conducted a feasibility study for a fund drive to increase our Endowment Fund by two million dollars. This fund drive would coincide with our 100th Anniversary in 2000. The result of the study told us many things: 1) The Boys' & Girls' Brigade is a highly respected youth organization in the community. 2) Many of the new people and companies in Neenah-Menasha know very little about the organization. 3) Because of the many other capital fund drives going on in the community at present, it would not be conducive to run a fund drive for endowment only.
4) The Brigade needs to develop a long-range plan for the future. In December of 1997 the Executive Committee of the Board of Directors asked that a committee be formed to establish a long-range plan. This was done. The ten member committee, along with an outside facilitator, updated the vision and established ten success factors to give direction for accomplishing the mission and vision statement of the Boys’ & Girls’ Brigade.

The New Vision Statement

The Boys’ & Girls’ Brigade, built on a solid foundation, will be recognized and trusted in the community as a developer of youth.

As a premier youth organization, we will be entrusted with the promotion of values, leadership, trying new things, risk-taking, innovation, sharing, socializing in a safe, exciting, fun, accepting, small group environment resulting in personal growth.

The Success Factors

1. Communicate our vision and strategy, and then do it.
2. Live our values and preserve them for future generations.
3. Teach and develop the Four-Fold way of living.
4. Offer options that boys and girls want/need. Be on the leading edge, changing, pushing the limits.
5. Improve communication between staff, volunteers, and among parents and young people.
6. Develop a leader/volunteer training and retention program.
7. Welcome and more fully utilize a diverse range of people.
8. Develop the staff as a team who support each other.
9. Manage money effectively so that funding is available for program and development.
10. Effectively utilize facilities at Neenah and Onaway.

The Committee not only identified the success factors but also determined who has the responsibility to accomplish the task and set a reasonable timetable to complete each task.

As of this writing, the various committees of the Board of Directors and staff members of the Brigade have started the process to accomplish the ten success factors.

Relative to success factor #10, “utilize the facilities at Neenah and Onaway,” the Onaway Committee has established a subcommittee to investigate the building needs at Camp Onaway. Specifically, rather than adding more buildings on Onaway, they will study the feasibility of replacing the rec/mess hall with a winterized multi-purpose building. This would greatly expand the use of the camp.
As the results of studies by the Long-Range Planning Committee, the Board of Directors and Brigade staff are implemented, The Boys' & Girls' Brigade Association of Neenah-Menasha will be in an excellent position to meet the needs of the youth of our community for many years to come.