

## Vision

Literacy is recognized as a human right and a driving force to empowerment and prosperity. Frontier College leads the effort in Canada to help people and communities reach their full potential through the power of literacy.



## Long-term Goal

By 2033 we will have helped at least one million people in Canada adapt to the literacy demands of society.<sup>1</sup> In addition to the one million people we will reach, we expect that, thanks to advocacy by Frontier College and our partners, the 2033 national survey of literacy in Canada will show a reduction in the percentage of Canadians who have significant challenges with literacy.<sup>2</sup>

### Increase Impact



**Grow our work in high needs areas**



**Engage with key sectors in low literacy prevention and remediation**

### Expand Influence



**Unveil our new brand and enhance communications**



**Grow strategic government relations**

### Grow Resources



**Develop new business opportunities and enhance fund development**



**Enhance staff/intern/volunteer development and engagement**