



Calgary Police
Youth
Foundation

CALGARY POLICE YOUTH FOUNDATION

BUSINESS PLAN
2026



Introduction

We are pleased to present the Calgary Police Youth Foundation (CPYF) Business Plan for 2026, outlining our vision, mission, and strategic priorities to protect children and youth from crime and victimization.

In a rapidly changing world, young people face increasing risks that can compromise their safety, well-being, and future opportunities. Our core commitment remains steadfast: to create safer environments and ensure children and youth have access to the support they need to live free from crime and victimization.

At CPYF, we recognize that prevention, education, and early intervention are essential to breaking the cycle of crime and vulnerability. The programs we fund, and support directly address the underlying factors that lead young people toward crime while offering positive alternatives, skill-building opportunities, and trusted relationships. We complement these core programs with practical supports such as holiday hampers containing games and a gift card for youth and their families to enjoy over the holidays and back-to-school backpacks, reinforcing for every child and youth that they are seen, supported, and valued.

Every dollar contributed to CPYF is an investment in a young person's future. The generosity of our supporters enables us to reach more children, expand critical programming, and empower communities to foster resilience and long-term change.

Our vision is a Calgary where all children and youth can grow, learn, and thrive without fear of crime or victimization. This Business Plan serves as our roadmap for maximizing the impact of every contribution ensuring each initiative is intentional, evidence-informed, and aligned with our mission. We are deeply grateful for the trust and commitment of our donors, partners, and community, and together, we can create meaningful, lasting change for young people across our city.



CPYF Strategic Priorities

To advance our mission of keeping children and youth safe from crime and victimization, we remain grounded in six core strategic pillars. These pillars guide our operational decisions, resource allocation, and long-term planning, ensuring our work remains focused, sustainable, and impactful.

1. Focus on Core Business

Our central priority is to support the delivery of high-impact programs and services that directly advance our mission. By prioritizing crime prevention, youth education, and early intervention, we ensure that CPYF stays true to its core purpose and maximizes its social impact. This clarity of focus allows us to use donor resources effectively and strategically.

2. Practice Fiscal Discipline

Fiscal discipline is fundamental to our role as responsible stewards of donor dollars. We will continue to operate with transparency, accountability, and efficiency, ensuring that as much funding as possible directly supports programming. Through prudent planning and budgeting, we aim to maintain financial integrity while positioning CPYF for long-term sustainability.

3. Grow Revenue Streams

Long-term sustainability requires diversified and stable revenue streams. We will continue to expand our fundraising through individual giving, corporate support, grants, events, and community partnerships. A balanced and diverse revenue portfolio strengthens our capacity to meet growing needs in the community.



4. Increase Number of Donors

Strengthening and expanding our donor base is critical to our long-term sustainability. By attracting new individual and corporate donors through targeted outreach, campaigns, and engagement initiatives, and by deepening relationships with our existing supporters, we will

foster a robust, diverse community of donors. A larger, more engaged donor base provides a more predictable revenue stream, helping to safeguard against economic uncertainties and ensuring the stability needed to sustain our mission and create lasting impact.

5. Foster Strong Relationships with Individuals, Corporate, and Community Partners

Meaningful partnerships amplify our reach and effectiveness. We will continue to engage individuals, corporate leaders, community organizations, and like-minded partners to build a united front focused on protecting children and youth. These connections enhance visibility, expand resources, and strengthen community-wide collaboration.

6. Enhance Communications and Marketing

Strategic communications and marketing are essential to sharing our mission and demonstrating impact. We will continue to manage a robust in-house strategy using both traditional channels and digital platforms. Through compelling storytelling and consistent messaging, we will foster awareness, deepen engagement, and demonstrate the transformative outcomes of CPYF-supported programs.

Why Us, Why Now

Calgary is a vibrant, fast-growing city with deep community pride, yet it faces complex systemic challenges. Rising food insecurity, addiction, racism, hate crimes, and widening inequities impact children and youth disproportionately. Many young people are growing up in unstable environments or without adequate supervision leaving them increasingly vulnerable to crime, victimization, and long-term disadvantage.

Now more than ever, targeted action is essential. CPYF remains deeply committed to educating, equipping, and empowering children and youth with the knowledge, support, and resources they need to make safe and positive choices.

What distinguishes CPYF is our unique model:

- We mobilize the community to invest in programs that do not exist anywhere else in Canada at this scale within policing agencies.
- We steward donor dollars with discipline and transparency, ensuring resources directly enhance high-impact programs.
- We bridge children, youth, and families with the Calgary Police Service, allowing officers to serve as trusted, supportive adults within a wider wraparound network.



Our programs are grounded in evidence, designed to address root causes, and tailored to meet the needs of Calgary’s most vulnerable young people. With sustained support, we will continue to expand critical resources, strengthen protective factors, and create safer, more resilient communities.

The challenges facing our youth are urgent and accelerating. Now is the time to act. Our Business Plan is designed to deepen our impact, strengthen partnerships, and ensure every child and youth has the opportunity to grow up safe, supported, and hopeful for the future.

Desired Outcomes

Enhanced Collaboration Across Agencies

We will strengthen coordination among child- and youth-serving agencies to ensure more efficient, aligned, and effective support for young people.

Timely Access to Prevention, Intervention, and Support Services

Children and youth will have prompt access to crime prevention education, intervention supports, and specialized programming delivered at the right time, in the right way.

Impact on Children and Youth

Youth participating in CPYF-funded programs will:

- Be protected from crime and victimization through prevention initiatives
- Receive appropriate care and support if they experience victimization
- Build mental and emotional resilience to navigate challenges
- Become responsible digital citizens capable of making safe online choices
- Learn to identify trusted adults and seek help when needed

Priority Focus on Indigenous Children and Youth

We will continue prioritizing culturally relevant initiatives that support Indigenous children and youth, ensuring programs reflect their unique needs, strengths, and perspectives.

Evidence-Based Program Support

All CPYF-funded initiatives will be guided by current research, evidence, and evaluation to ensure they remain responsive, effective, and grounded in best practices. This includes drawing on the latest findings from academic studies, proven interventions, and real-time data from similar initiatives, ensuring our programs are not only informed by theory but also by practical, up-to-date insights that reflect the needs and challenges faced by our target communities.

Growth & Sustainability

To achieve our vision and strengthen long-term impact, CPYF will continue advancing the following strategic goals:

Focus on Core Business

Allocate resources to core activities supporting crime prevention, education, and early intervention. Continue streamlining internal processes to maximize operational efficiency and program support.



Power Play participants and coaches.

Practice Fiscal Discipline

- Maintain balanced budgets, with the 2026 budget reflecting no planned deficit
- Regularly evaluate spending to align with mission and ensure long-term financial health
- Build toward a model where operational expenses are fully supported by revenue by 2028

Grow Revenue Streams

- Implement a comprehensive revenue strategy that sustains programming
- Nurture relationships with founding family donors to maintain their long-term investment
- Strengthen donor stewardship to inspire renewed and increased giving

Increase Number of Donors

Expand donor acquisition strategies, deepen relationships with existing supporters, and build a diverse donor base committed to CPYF's long-term mission.

Foster Strong Partnerships

Cultivate strong relationships with individual, corporate, and community partners to enhance collaboration and advance shared goals.

Enhance Communications & Marketing

- Expand social media presence across Facebook, Instagram, X and LinkedIn
- Optimize CPYF's website as a mobile-friendly fundraising and engagement tool
- Ensure all communications reflect CPYF's vision, mission, and values while demonstrating measurable impact