



Executive Brief
President, Young Life of Canada

smart
savvy
+ ASSOCIATES

Contents




- *Organization Overview*
- *Essence of the Opportunity*
- *Essence of 'You'*
- *Strategic Priorities*
- *Risks & Challenges*
- *Organizational and Team Structure*

Contents



- *Position Description*
- *Key Competencies*
- *Candidate Profile*
- *Enquire*

A vibrant, high-action photograph of a group of young people, likely at a summer festival or water park. They are captured mid-splash, with water droplets frozen in the air around their raised arms and hands. The background shows a sunlit, hilly landscape with green trees and a clear blue sky. In the lower right, a young man is visible, smiling and looking towards the camera. On the left side, there is a semi-transparent blue circular graphic that serves as a background for the text.

Young Life began with a few simple ideas about sharing the truth of God's love with adolescents. Seven decades later, those simple ideas have become time-tested methods for reaching out to middle school, high school and university students in friendship and hope.

About Young Life of Canada

Quick Facts

Young Life of Canada is a not-for-profit, non-denominational Christian ministry with a mandate to reach out to middle school and high school teens of all backgrounds. We are unique in that our staff and volunteer leaders go where kids are to build friendships, earn the right to make a positive impact in their lives, and communicate God's love to them.

Young Life operates internationally with **groups in over 100 countries**. Young Life can also be found in all 50 states in the US. Each year, more than **100,000 teens** around the world spend a week or weekend at a Young Life camp. Young Life came to Canada in 1954. Since then we have established over **50 communities in five provinces**: British Columbia, Alberta, Saskatchewan, Ontario and Quebec, along with the Northwest Territories, and currently operate with a **11.5 million dollar** budget.

Our **156** staff and numerous volunteers are dedicated to working with kids where they already are: on school campuses, at school games, practices and local hangouts. We provide safe and intentional summer camp experiences for hundreds of teens at **RockRidge Canyon**, our 1,500-acre camp in British Columbia, and at **Saranac Village** in New York State. We continue to expand our offerings with programs such as **Capernaum**, which accommodates and integrates teens with disabilities in club and camping activities, and **Skatelite**, with 32 ministries to skateboarders in 18 cities.

Today, we have a strong base and are well positioned for growth. By God's grace, we intend to grow and expand our ministry into new communities, cultures and provinces, with the ultimate goal of reaching all kids in Canada.

4

From weeklong road-trips to weekend camp-outs to skatepark tours, you can't beat the fun and adventure of a Skatelite camp... Campers regularly say, 'this is the best time of my life!'

25

6

SKATELIFE



About Young Life of Canada

7

Quick Facts

Vision

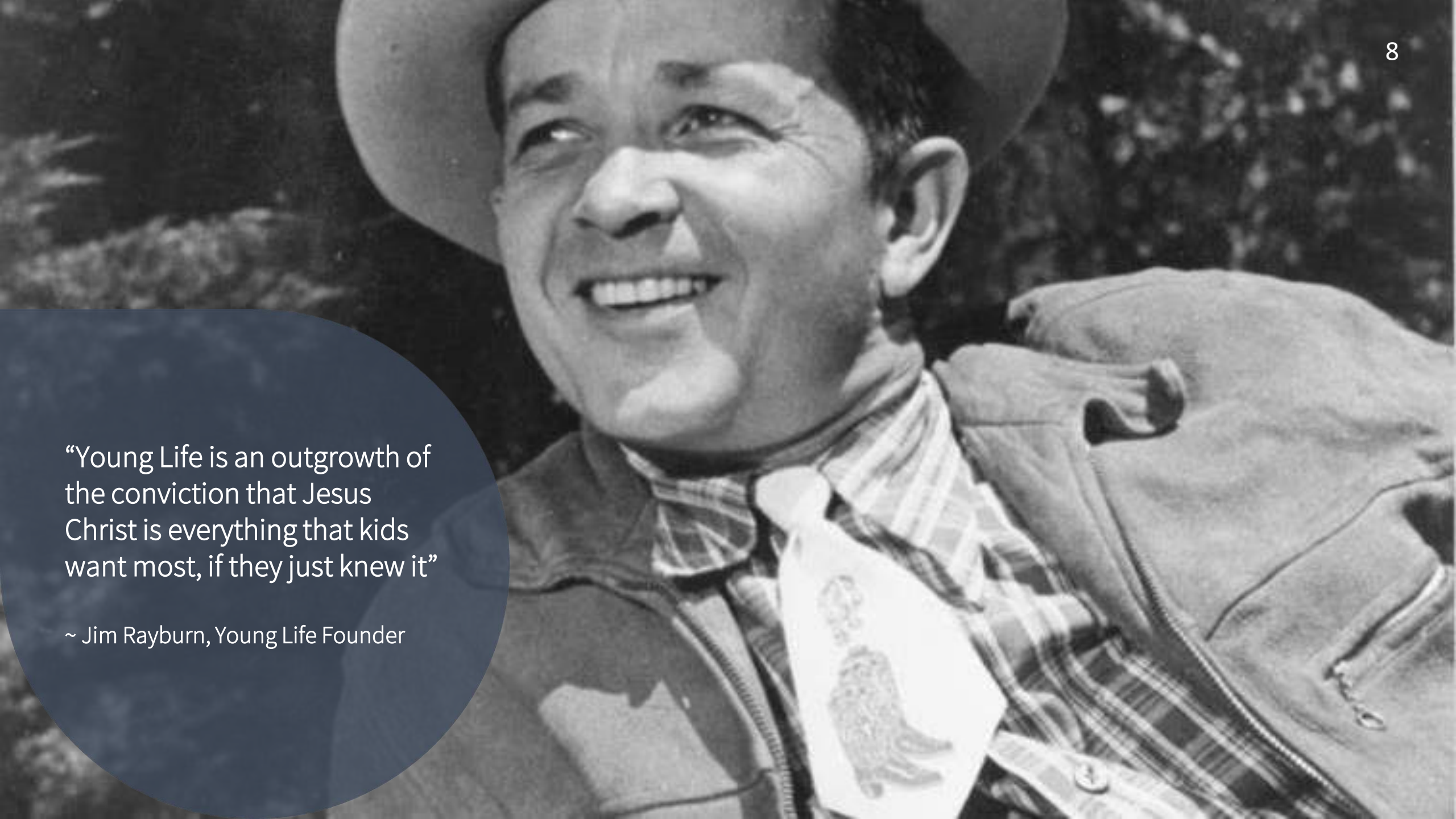
We will glorify God by sharing Jesus Christ with the entire next generation.

Mission

We are a Christian Mission loving teenagers in their world, encouraging them to know Jesus Christ.

Values

- **Christ-centered:** We build an ecumenical mission community of Christ followers.
- **Relational:** We communicate about Jesus, not only with words, but with our offer of unconditional and authentic connection.
- **Excellence:** We are committed to excellence in all our operations: field work, camping, and mission services.
- **Adventure:** We exemplify the nature of God through fun, humour and adventure.
- **Growth:** We are driven to expand the reach and depth of our mission everywhere there are adolescents across our country.
- **Stewardship:** We are accountable to God to manage our financial and human resources as a sacred trust.



“Young Life is an outgrowth of the conviction that Jesus Christ is everything that kids want most, if they just knew it”

~ Jim Rayburn, Young Life Founder

Essence of the Opportunity

President, Young Life of Canada

Why Young Life of Canada?

Young Life of Canada is well-known and respected for its missional and youth-centered approach. The Young Life brand is well established and on track for continued growth across Canada.

Why now?

Young Life of Canada is passionately committed to its mission to reach young people for Christ. With a strong track record and an increasing number of communities asking for their help, **Young Life of Canada is poised and ready for enormous growth.** They are searching for a mission-driven President with a growth-mindset to help them evolve and innovate, leading Young Life of Canada into new frontiers and transforming countless lives for Christ.

Essence of 'You'


President, Young Life of Canada

You're a connector with a heart for ministry and a growth mindset.

You are passionate about reaching youth with the good news of Jesus Christ. You get fired up about strategically leading growth, innovation, engagement and leadership development. You're a natural leader and inspire excellence from your team and stakeholders. You're highly skilled at engaging, influencing and connecting. Bottom line: You can communicate vision and build trust.

Your values compel you to bring your best to every situation – no matter how challenging. You're committed to growing people to be the best they can be; understanding and solving existing and future organizational problems; raising the bar and setting the pace. You strike a great balance between striving for creative innovation and ensuring the core mission and values remain front and center.

People describe you as having the "It" factor and you have the distinct ability to draw people to yourself and the causes you are passionate about. Simply put, you make things happen and naturally bring people along for the ride.



What is it about Young Life club that makes it the best night of the week for thousands of kids every week? We like to think of it as a party with a purpose. It's controlled chaos that's almost impossible to describe, but kids know it when they see it. And before the party ends, we share a simple message about God's love for them. After all, that's what the celebration is all about.

Strategic Priorities

President, Young Life of Canada

01 Instill Confidence

Build strong, trusting relationships with the Board, your direct reports, and staff/volunteers across Canada.

02 Assess Current State

Conduct assessment of the current state of Young Life in order to create an informed strategic plan.

03 Innovate => Growth Strategy

Develop a strategic plan to increase Young Life's geographic reach, program diversity, and number of engaged teens.

04 Grow Support Base


Increase the donor base in order to further enhance Young Life's financial supports.

05 Develop Leaders

Invest in continued leadership development at all levels of the organization.

06 Provide Spiritual Leadership

Serve as a spiritual leader who inspires others to wholeheartedly follow Christ.

A group of people are white-water rafting down a river. The raft is white with blue and yellow accents. Several people are visible, wearing helmets and life jackets. They are splashing through the water, creating a large spray of white water. In the background, there is a large, modern building with a glass facade and a wooden structure, situated on a hillside. The surrounding area is forested with evergreen trees.

As we continue to grow, our motivation remains the same: to care for Canadian teenagers and earn the right to share God's great love.

Key Opportunities for Growth

President, Young Life of Canada



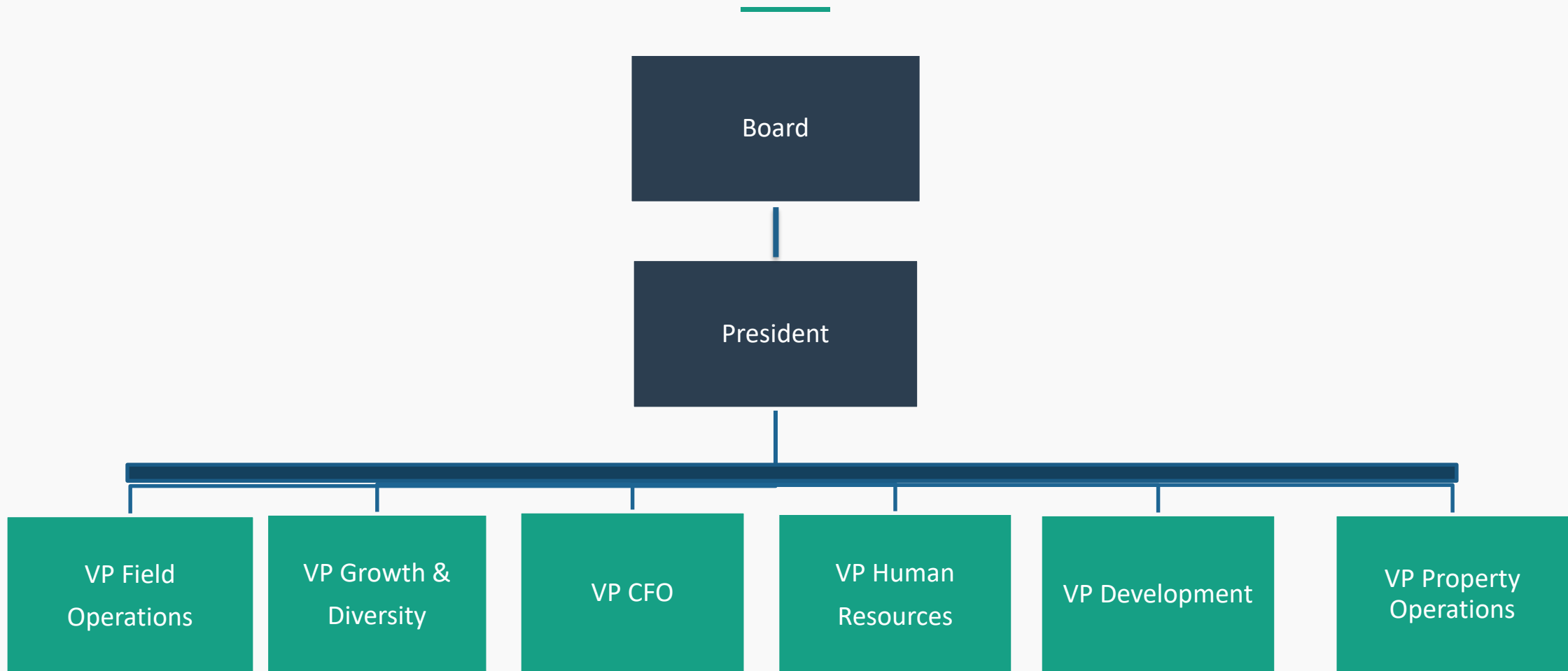
Risks & Challenges

President, Young Life of Canada

Canadian culture has undergone massive changes since Young Life came to Canada in 1954. Reaching youth looks different than it did even a decade ago. Expanding into regions and provinces where Young Life does not yet have a presence also presents a unique set of challenges.

To reach youth across Canada, Young Life of Canada will need to step out of its comfort zone, execute new approaches to growth and diversification, and build a support base that can sustain these ambitious goals. The call to innovate and expand is clear. Yet, in the same breath, it is critical that Young Life's core mission and values remain central and undiluted.

Executive Team





Throughout July and August RockRidge Canyon overflows with energy as teens come here from all over Western Canada and experience what many say is “the best week of their lives.”



Position Description

President, Young Life of Canada

Reporting to the Board, the President of Young Life of Canada provides leadership to the organization in areas of strategy, mission growth, revenue development and team leadership. The President is responsible for developing and directing the ministry of Young Life across Canada.

Position Description

President, Young Life of Canada

► Leadership

- Oversee national staff (employed and volunteer) through the Senior Leadership Team.
- Communicate vision and context with staff regularly through conferences, meetings, etc.
- Oversee and maintain a national standard for field staff training.
- Promote the pursuit of professional development opportunities for staff.
- Provide Spiritual Leadership to the team and keep pulse of the spiritual health of the organization.
- Advocate for the adherence to Young Life policies and procedures, Statement of Faith, Codes of Conduct, Staff Covenant and other guiding documents (in concert with Human Resources).
- Lead the Senior Leadership Team and ensure that the ministry has a unified vision and is discipling effective leaders at every level.
- Delegate responsibilities and other priority projects as agreed upon within the leadership structure of the ministry.
- Oversee and maintain a national standard for volunteers working directly with teenagers.
- Encourage the involvement of equipped volunteers in all aspects of the ministry.

Position Description

President, Young Life of Canada

► Growth + Fundraising

- Provide and articulate vision for the Mission.
- Create a strategy for the national growth and development of Young Life in conjunction with the Senior Leadership Team.
- Develop and implement a funding strategy for the Mission, giving particular attention to the National Service Centre budget, RockRidge Canyon and Special Funds (Mission Stabilization, Mission Growth, etc.)
- Provide resources such as speaking, counselling, and consulting for the broader needs of the Mission. Take on public functions (speaking at events, camps and conferences) on behalf of the Mission.

Position Description

President, Young Life of Canada

► National Camping

- Develop a national camping strategy that will increase opportunities for young people to encounter the message of Jesus Christ.
- Ensure that all national camping is implemented in accordance with Young Life policies and procedures and that national camps and camping are financially viable.

► External Relationships

- Maintain relationships with the leadership of similar organizations.
- Represent Young Life to churches, Christian universities and colleges and denominations.
- Maintain a working relationship with Young Life in the United States and other countries.
- Build relationships with members of the Christian community and with members of the business and professional communities for the purpose of promoting Young Life and its aims.

Position Description

President, Young Life of Canada

► Administration

- Fiduciary accountability for Young Life of Canada funds.
- Ensure adequate and accurate accounting/auditing/receipting processes in compliance with Canada Revenue Agency requirements.
- Oversee enterprise risk management policy, compliance and reporting.
- Encourage healthy regional committees throughout the Mission in coordination with the Field Leadership Team.
- Ensure that the necessary administrative functions are performed throughout the Mission including but not limited to human resources and fiscal policies and procedures.

► Board and Society

- Serve the Young Life Board of Directors and the Young Life Foundation Board of Directors, working closely with their respective Chairs to ensure that Board motions and directives are implemented.
- Present an accurate picture of the ministry of Young Life at Board meetings and as requested by the Board Chair.
- Work with the Board Selection Committee on the selection of Board members.
- Maintain and cultivate relationships with Society members, including preparation and presentation of an annual report to the Annual Society Meeting.

Young Life is all about relationships; ones that *start* with meeting teens with disabilities where they're at... we want to make sure that every teen involved in Young Life Capernaum knows they are invited, celebrated and needed.

Executive Leadership Competencies

President, Young Life of Canada



Inspirational

You demonstrate your commitment and passion in every meeting, presentation and interaction. You motivate people and teams to aim high and hold them accountable to the results.



People Developer

You help your team set goals, celebrate wins, and grow personally and professionally. You do not lose sight of people for the job at hand, and you have a track record of raising up leaders.



Mission and Purpose Driven

You operate with confidence and a clear understanding of the 'why' behind everything you do. This strong sense of purpose infuses your work with focus, clarity and grit.



Smart and Thoughtful

You've got business smarts and people smarts. You see the big picture, think through complexities, have strong emotional intelligence, tap into the expertise of your team, and know when to pull the trigger on decisions.



Visionary Entrepreneur

Potential is your middle name. You see in possibility and drive towards that vision. You aren't afraid to take risks and own your mistakes, all while motivating the people around you towards your collective goals.



Spiritual Leader

Your relationship with Christ is a central priority for you and it's evident in how you lead and interact with others. The fruit of your faith is attractive and inspires others to deepen and mature in their walk with God.

Position Competencies

President, Young Life of Canada

1

Fundraising

Compelling and inspiring; champions and motivates; strong communicator, influencer, and active listener; builds trust and rapport quickly; driven to persevere; poised, professional, confident presence; friendly and relatable

2

Empowering Others

Provider of timely, constructive and positive feedback; talent developer; mentors and inspires; coach; questioner; listener; self-aware; holds others and self accountable; manages performance; willing to have difficult conversations; delegates and trusts

3

Results Orientation

Clear vision of the goal to be achieved; sets aggressive targets and deadlines; organizes resources efficiently with target in mind; is a strong problem-solver; follows through on promises; is driven to push things ahead; has presence; presents ideas, issues and proposals in a clear, informative and engaging way

4

Decisiveness

Makes decisions with efficiency and clarity; is resilient and not afraid to take reasonable risks or make mistakes; makes difficult decisions and admits mistakes; sees the big picture; confident and composed under pressure; positive

5

Strategic Planning

Navigates between old and new, short term and long term, details and big picture; bases decisions on facts and data; is strategic and collaborative; has organizational savviness, able to leverage external forces and levers, as well as analyze complex problems and manage ambiguity; able to innovate and think outside the box

6

Spiritual Mentorship

Invested in the spiritual health of staff and volunteers; passionate about growing awareness, communication and intimacy with God; encourages and motivates others to mature in their faith



DOES THIS SOUND LIKE YOU?

- Demonstrated passion and commitment to youth ministry
- Proven track record of delivering excellence and building efficiencies into the organizations you have led
- Advanced skills in mentorship and developing a pipeline of future leaders
- Excellent interpersonal skills to work with a wide range of stakeholders, partners, and other ministries
- Ability to engage open-mindedly with the never-ending changes in youth culture
- Able to delegate effectively, hold others accountable and make difficult decisions
- Well educated – preferably Masters or equivalent
- Mature Christian servant leader - theological training is an asset



DOES THIS SOUND LIKE YOU?

- Demonstrated advanced critical, innovative, and creative thinking
- Strong personal faith, spiritual maturity and leadership; demonstrates a “confident humility”
- Expertise in organizational leadership, including strategic planning and vision
- Proven experience and success with ministry growth (both deep and wide), growth mindset
- Polished public persona, including strong speaking and presentation skills
- Strong YL “DNA” and understanding of the distinctive relational style of YL, YL culture and history
- Skilled in bridging the Board’s role and the Executive Leadership Team’s role, cultivating strong Board relations and aligning with the Board’s vision

Interested?

We would love to hear from you.

To enquire, please contact:



Peter Reek
Founder and CEO
Peter@smartsavvy.com

604.639.5446 (o)
604.785.4561 (c)



People are the plan.™