

A wide-angle photograph of a landscape featuring a large body of water (likely a reservoir or lake) in the middle ground, surrounded by rolling hills and fields with autumn-colored trees. The sky is blue with scattered white clouds.

2026-2030 STRATEGIC PLAN



OUR VISION



EMPOWERED, INCLUSIVE, HEALTHY COMMUNITIES

OUR MISSION



**WE ENGAGE, INSPIRE, AND DEVELOP COMMUNITY
THROUGH SPORT, CULTURE AND RECREATION**



Education and Awareness

We value the importance of ongoing training, skill development and access to information for all to be the best we can be.



Building on Strengths

We value and capitalize on a diverse collection of strengths that staff, volunteers, and communities bring into our organization.



Inclusivity

We value diversity within our communities and commit to provision of accessible and equitable services and support.



Benefits of sport, culture and recreation

We value personal, social, economic, and environmental benefits derived from participating in a variety of pursuits.

OUR VALUES



Open to Change

We value a thoughtful, flexible transparent approach in a constantly changing world.



Healthy Relationships

We value healthy, trusting and respectful relationships.



Community Engagement

We value our diverse communities and through a community development approach will engage leadership and participation.

Our Strategic Priorities



1.0 COMMUNITY CAPACITY BUILDING - LEADERSHIP/VOLUNTEER DEVELOPMENT

OUTCOMES:

- 1.1 Leaders have skills to provide quality SCR experiences in communities
- 1.2 Leaders have access to resources for SCR opportunities
- 1.3 Target groups understand trends impacting sport, culture and recreation
- 1.4 Target groups have an understanding of diversity, inclusion, Truth and Reconciliation and settlement best practices



2.0 COMMUNITY CAPACITY BUILDING - AWARENESS & CONNECTION

OUTCOMES:

- 2.1 Target groups understand the District's role in the SCR delivery system
- 2.2 Target groups have an awareness of SCR opportunities available
- 2.3 Target groups understand the benefits of SCR in communities
- 2.4 Stakeholders value working with the District to achieve shared outcomes



3.0 COMMUNITY CAPACITY BUILDING - GOVERNANCE / OPERATIONAL EXCELLENCE

OUTCOMES:

- 3.1 Parkland Valley board members and staff have the capacity to conduct organizational performance measurement
- 3.2 Parkland Valley board members and staff have the capacity to ensure accountability processes to members and funders



OUR ORGANIZATION:



OUR PLAN:

The Parkland Valley Sport, Culture and Recreation District (PVSCRD) is a volunteer based non-profit organization formed in 2007, and is the amalgamation of the Parkland and Qu'appelle Valley Regional Recreation Associations and the Zone 4 Sport Council Inc.

The PVSCRD Board and Staff are professional, diverse and experienced which results in effectively supporting our communities. PVSCRD is part of a network of organizations that strive to strengthen communities through sport, culture and recreation while utilizing leadership, partnerships and collaboration.

The Parkland Valley Sport, Culture and Recreation District is one of approximately 12,000 organizations that receive funding from the Saskatchewan Lotteries Trust Fund.

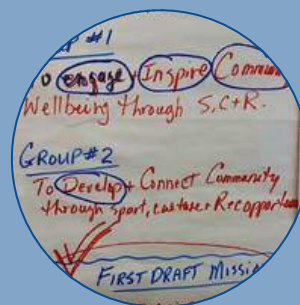
The PVSCRD acknowledges that we encompass lands on Treaty 4 Territory and homeland of the Metis. We reflect on the importance of creating positive relationships with Indigenous peoples and we will strive to respect and support Indigenous rights. By making this land acknowledgement, we are taking part in an act of reconciliation and accept our responsibility to honour Indigenous heritage.

This plan is our organization's process of defining strategy to guide decisions on allocating our resources. This is our road map towards our desired vision and outcomes.

Strategic planning involves stepping back from day-to-day operations and activities and asking where we are headed and what our priorities will be.

A Strategic Plan is NOT about WHAT we are going to do, but WHY we are doing it and the positive impact we shall experience with our organization and those we serve.

The PVSCRD continues to grow and evolve as an organization that is vital to our people's wellbeing. Our 2026-2030 strategic plan is built around our Vision, Mission, and Values which provide the foundation for our Strategic Priorities and Outcomes. In turn; our outcomes are what guide the organization's Operational Plans.



Definitions

Mission: A simple statement which defines WHAT YOU DO or - YOUR PURPOSE as an organization

Vision: The desired "end state"; words that provide a heartfelt/inspirational description of the long term results of our organization achieving our mission; picture success... Our Dream... Our Vision

Values: The principles or beliefs that PVSCRD identifies. These principles provide the framework for how we collectively (board members, volunteers, employees, participants, other stakeholders) will perform or act as our duties are carried out. Simple, clear, declarations of how the people involved in the group behave, and are showcased through the words, actions, and deeds, of the organization's members, volunteers and staff on a daily basis

District: A group of people living in the same geographic area. In this document, the word district shall mean the Parkland Valley Sport, Culture and Recreation District Service Area

Globals: Refer to our funders and partners - SaskSport, SaskCulture, and Saskatchewan Parks and Recreation Association

Strategic Priorities: Are key areas of focus pertaining to our services; containing outcomes toward achieving our vision

Outcomes: These are statements of the impact that an organization wishes to make; answering the question of WHY we do what we do. Outcomes are broad statements of condition that we can ONLY INFLUENCE... (i.e. increase or improved knowledge, awareness, skills, motivation, attitudes, efficiency, economic, social-health fitness conditions)

Wellbeing: The achievement of holistic happiness through physical, mental and spiritual contentment

Community: A group of people who share common interests and often common geographic locations

Sport: The definition of sport for the purpose of membership in Sask Sport is: "Sport is a regulated form of physical activity. It occurs in an organized, structured, and competitive environment in which a winner is declared or an established standard is achieved"

Culture: In the SaskCulture Inc. constitution, culture is defined as: "A dynamic system of acquired elements, with values, assumptions, conventions, beliefs and rules through which members of a group relate to each other and the world. Culture defines who we are as a people; keeping alive our past, reflecting our values, articulating our dreams and fostering pride in who we are. It proclaims our existence and identity to the world"

Recreation: A Framework for Recreation in Canada 2015: Pathways to Wellbeing defines recreation as: "The experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing"

