



2024-2028 STRATEGIC PLAN



MISSION

French for the Future empowers and connects youth ages 12-18 across Canada through inspiring events and transformative experiences that fuel self-confidence, leadership, and a passion for French and Francophone cultures.



VISION

French for the Future envisions a Canada where young people appreciate their francophonie and Francophone cultures, express themselves confidently in French, cultivate a sense of belonging, and contribute to the rapprochement and development of diverse linguistic communities.

FRENCH FOR THE FUTURE BELIEVES THAT:

↘1

The ability to express oneself in French brings significant personal and professional benefits to young people and opens doors for them nationally and internationally.

↘2

Opportunities to have positive experiences in French in a real-life context and judgment-free environment enable young people to develop their confidence in expressing themselves in French and overcome linguistic insecurity.

↘3

Appreciation of linguistic diversity and recognition of English and French as the two official languages are at the heart of Canadian identity.

↘4

Strong and personal connections to French inspire youth to nurture a lifelong relationship with the French language and Francophone cultures, and help overcome linguistic isolation.

↘5

The creation of relevant linguistic and cultural links among youth will foster an appreciation of diversity and motivate students to continue with their studies in French.

↘6

Learning a language and appreciating its cultures is a lifelong journey.

OUR STRATEGY

→ Articulate and actively promote our message in the political and public sphere

→ Act as a bridge between francophile and francophone identities

ARTICULATED AND PROACTIVE LEADERSHIP

→ Share a collective, inclusive narrative that resonates with young people

→ Prioritize high-impact actions that put our message in motion

AUTHENTIC AND RADIANT COMMUNICATION

ENRICHED AND ACCESSIBLE PROGRAMMING

→ Maximize our sources of financing to extend our reach

→ Enhance our existing programs

→ Identify and break down barriers of access to our programs

A FLOURISHING, COLLABORATIVE NETWORK

→ Maintain a community of champions dedicated to sharing our message

→ Cultivate a responsive and invested pan-Canadian FFTF network

→ Engage our participants over the long term