

STRATEGIC PLANNING SUMMARY

Jasper Minor Sports

Mission: JMS provides inclusive growth and development opportunities through sport for youth, rooted in community.

CORE VALUES



Inclusive

Every child who wants to play can play



Grassroots

Community-owned, locally shaped



Fun

Joyful experience; kids come back



Development

Sport as a vehicle, not a destination



Resilient

Adaptive without losing identity

Priorities



Increasing Numbers & Retention



Affordability & Access



Board, Coaching & Volunteer Sustainability



Registration & Participation Pipeline

Vision 2030

Jasper Minor Sports is a thriving, sustainable organization where all youth have a local place to learn sport, create bonds, develop lifelong skills, and grow up knowing they have a team.