



Our Mission is to deliver outstanding literary programming for children and youth that raises awareness of the importance of literacy in our communities

**Our Vision is...
to inspire a love of reading and improve literacy¹ in children and youth**

By 2023, we want to:

- Be sought out as a leader in engaging young people in the love of reading and all other aspects of literacy
- Have excelled in finding that hybrid combination of having live festivals and digital content that inspires audiences all year long
- Be an organization that is well resourced and funded
- Have become a household name for families - especially in our festival geographic region

Strategy A: Develop the strategy for financial growth and sustainability	Strategy B: Continue to enhance programming and resources that speak to our promise	Strategy C: Create a strong talent pool	Strategy D: Grow the range of audiences
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Our Promise:

At Telling Tales we are committed to constantly listening, growing and learning. It is through these actions that we will fully understand the needs of our audience, partners, community, team and artists as we work together to:

- Celebrate Canada’s rich and diverse cultural heritage
- Foster understanding, compassion, inclusion, accessibility and environmental awareness
- Inspire a love of reading by connecting children and youth with Canadian authors, illustrators, storytellers and performing artists

¹ Telling Tales is guided by this definition of literacy by UNESCO - “Literacy is the ability to identify, understand, interpret, create, communicate, compute and use printed and written materials associated with varying contexts.