

Designing a Roadmap to Scale Impact and Reach More Youth Across Canada

Take a Hike (TaH)

Every day, vulnerable youth across Canada face overwhelming challenges—mental health struggles, unstable home environments, and barriers to education. For many, traditional classroom settings don't provide the support they need to thrive.

Take a Hike offers a different path forward. By embedding full-time mental health and emotional well-being programs into alternate education classrooms, they create a space where youth can heal, learn, and grow, supported by counselling and the transformative power of outdoor experiential learning.

After years of success in British Columbia, Take a Hike set an ambitious goal: expand to 25 programs, serve 500 youth annually, and reach new regions across Canada by 2028. To support this growth, Take a Hike partnered with Capitalize for Kids to co-develop a four-year operational roadmap aligned with their strategic vision. Through collaboration with leadership and front-line staff, we delivered 26 tailored recommendations focused on building a strong foundation for expansion. Recommendations were centered around key themes including developing a robust workforce strategy, evolving the support structure for program staff, preparing the workforce for change, increasing their profile and driving revenue growth, and centralizing key operational functions.

The resulting roadmap doesn't just outline what needs to happen—it provides a clear, actionable plan to guide Take a Hike through its next chapter. With the right people, processes, and tools in place, the organization is well-equipped to scale its impact—reaching more youth, in more communities, with the life-changing support they deserve.



The Problem

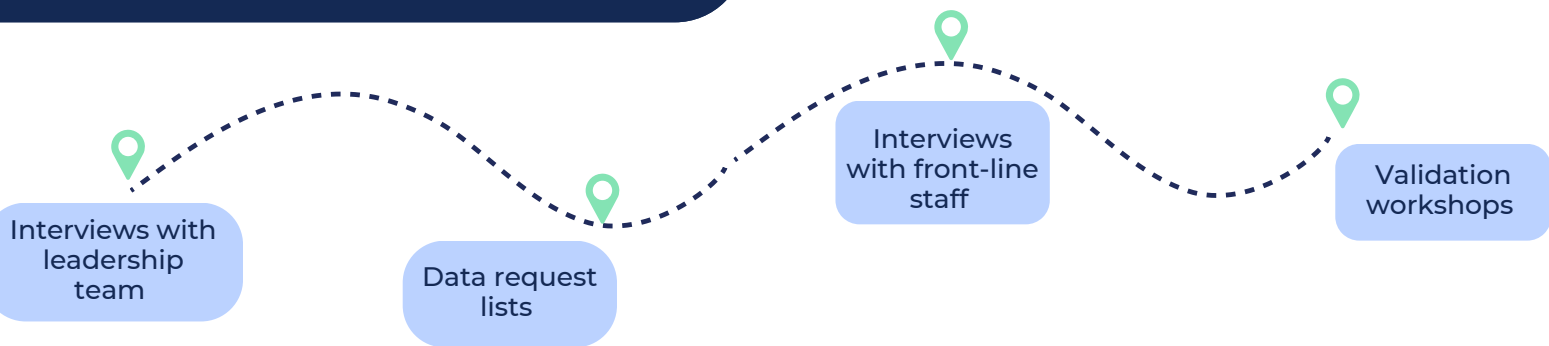
For youth facing significant mental health challenges, the right support at the right time can be life-changing—but too often, services are fragmented or inaccessible. Without integrated, school-based support, they risk disengagement and long-term setbacks. Take a Hike fills this gap by combining mental health care with alternative education. As demand grows, a clear operational roadmap is key to scaling this impact sustainably—reaching more youth while maintaining the quality that makes the program effective.



The Solution

We partnered with Take a Hike's leadership and front-line staff to co-develop a four-year operational roadmap designed to support the organization's national expansion. The roadmap includes 26 tailored recommendations focused on strengthening core operations—from implementing a knowledge management system to building shared services for finance, IT, and HR. In parallel, we developed tools and processes to support change management, workforce planning, and long-term sustainability, ensuring Take a Hike can scale its impact while maintaining the quality of care that defines its program.

Our Approach



Impact & Outcomes

By creating a strategic roadmap, we've set Take a Hike up for sustainable growth, expanding its reach and impact for more youth across Canada by:



Tailoring Recommendations for Strategic Growth:

Provided TaH with 26 customized recommendations to support their program expansion goals. 26 detailed recommendations targeted towards **5 key objectives** required for TaH to reach their program expansion goals: Evolving the Support Structure for Front-Line Staff, Developing a Robust Workforce Strategy, Preparing Staff and Organization for Change, Increasing Profile and Driving Revenue Growth, and Building a Shared Services Model.



Strengthening Core Operations:

Developed recommendations related to hiring, process development, tool implementation, assessments, and policy and strategy.



Developing a Roadmap for Scalable Impact:

Developed a four-year operational roadmap outlining the timeline and resources required to implement the recommendations.

Beneficiary Served:



TAKE A HIKE
FOUNDATION

Take a Hike (TaH) collaborates with public school districts to provide vulnerable youth with a comprehensive mental health and emotional well-being program, integrated into an alternative education classroom.



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