

Satya Sanatan Dharma Cultural Sabha of Canada (SSDCSC)

2–3-Year Strategic Plan

Mandir's Vision

"To be a spiritual, cultural, and social home for the preservation and promotion of Sanatan Dharma values for current and future generations."

Mandir's Mission

"To provide authentic religious services, foster cultural education, serve the community with compassion (seva), and strengthen spiritual practice rooted in Hindu traditions."

Guiding Values (drawn from religious scriptures):

- *Dharma – Duty, righteousness, moral integrity*
- *Seva – Selfless service to all beings*
- *Satya – Truthfulness, transparency, honesty*
- *Ahimsa – Non-violence and respect for all living beings*
- *Shraddha – Devotion, faith, and reverence*
- *Samaj Seva – Community service and social responsibility*
- *Atithi Devo Bhava – Hospitality; treating guests as divine*
- *Madhura Vākya – "Speaking kindly and with compassion. Avoiding gossip, slander, and harsh words to maintain harmony and mutual respect in our community."*

"Serve all beings as manifestations of the Divine" – Bhagavad Gita

Four Main Strategic Pillars

- Spiritual & Religious Excellence
- Community Engagement & Cultural Education
- Facility & Operational Development
- Financial Sustainability & Governance

Detailed Plan by Pillar

SPIRITUAL & RELIGIOUS EXCELLENCE

Strategic Objective:

Ensure authentic, inclusive, and high-quality religious services rooted in Sanatan Dharma tradition.

Tactical Plans:

- Develop an annual religious calendar with major religious festivals, pujas, and events planned in advance.
- Provide training and development for pundits in scriptural knowledge, ritual accuracy, and Bhakti Seva (devotee service).
- Create guidelines/manuals for standard temple rituals to maintain authenticity.
- Establish a devotee feedback system for services to ensure quality and inclusiveness.
- Support interfaith outreach to build understanding and respect in the broader community.
- Organize spiritual discourses (*pravachans*, *satsangs*) by qualified visiting pundits

COMMUNITY ENGAGEMENT & CULTURAL EDUCATION

Strategic Objective:

Build a thriving, connected, and culturally educated community rooted in Hindu values.

Tactical Plans:

- Launch weekly or monthly classes on Hindi/Sanskrit, scriptures (Gita, Ramayan), bhajans, and traditions.
- Develop seniors' children's and youth programs: Baal Vikaas - cultural dance, music, storytelling, youth volunteerism.
- Host community service initiatives (food drives, blood donation camps).
- Strengthen religious festival events with open invitations, cultural performances, and community meals (*prasadam*).
- Build partnerships with local schools, councils, and multicultural organizations.
- Enhance temple communication with a regular newsletter and active social media presence.

FACILITY & OPERATIONAL DEVELOPMENT

Strategic Objective:

Maintain and improve temple facilities to serve devotees comfortably, safely, and sustainably.

Tactical Plans:

- Conduct facility needs assessment to identify repairs, upgrades, and accessibility improvements.
- Plan and budget for kitchen upgrades to improve *prasadam* hygiene and capacity.
- Improve parking, landscaping, and signage to enhance visitor experience.
- Create a cleaning and maintenance schedule with accountability.
- Develop temple rental policy with clear pricing, rules, and booking process.
- Implement sustainability initiatives: waste reduction, recycling, energy efficiency.

FINANCIAL SUSTAINABILITY & GOVERNANCE

Strategic Objective:

Ensure financial health, transparency, and ethical management to sustain temple operations for future generations.

Tactical Plans:

- Create a realistic annual budget with Board approval.
- Launch fundraising campaigns (monthly giving, donor programs, legacy/planned giving).
- Organize annual fundraising events (galas, cultural nights).
- Develop grant proposals for cultural and community funding opportunities.
- Strengthen donor stewardship with thank-you notes, recognition events, and transparent reporting.
- Implement regular financial reporting and conduct independent audits.
- Provide Board training in governance best practices, roles, and responsibilities.
- Review and recommend updates to bylaws, policies, and procedures regularly.



Implementation Timeline (2–3 Years)

Year	Key Focus Areas
Year 1	Plan and set foundations; complete facility assessment; launch core religious calendar; start cultural classes.
Year 2	Execute facility upgrades; expand community, youth and seniors' programs; build fundraising capacity.
Year 3	Mature programs; deepen community outreach; achieve financial sustainability goals; evaluate and plan next phase.

Monitoring & Evaluation

- Quarterly Board reviews of strategic plan progress by Board of Trustees
- Annual community town hall for transparency and feedback.
- Regular performance assessments for Board, staff, pundits, and volunteers.
- Annual written report on goals achieved and next steps.

Approval

Adopted by the Board of Directors of Satya Sanatan Dharma Cultural Sabha of Canada (SSDCSC) on July 30, 2025.

Role	Name and signature	Date
Chair of Board of Directors		<u>July 30, 2025</u>
Secretary of Board of Directors		<u>July 30, 2025</u>

Appendix for Strategic Plan

SPIRITUAL & RELIGIOUS EXCELLENCE

Lead Director:

Directors of Religious Affairs

Primary Responsibilities:

- Planning and delivering authentic religious services and festivals
- Maintaining scriptural accuracy and tradition
- Provide opportunities for training pundits in ritual accuracy and spiritual guidance
- Leading annual religious calendar development
- Managing devotee feedback on spiritual services

Supporting Directors:

- Secretary (*for communication and records*)
- Director of Community Outreach & Events (*for festival integration and promotions*)

COMMUNITY ENGAGEMENT & CULTURAL EDUCATION

Lead Director:

Director of Community Outreach & Events

Primary Responsibilities:

- Planning cultural classes (language, music, scripture)
- Coordinating seniors', children's and youth programs
- Leading social/community service initiatives
- Organizing festivals with strong community participation
- Building partnerships with local groups

Core Team: Om, Vishnu (BoT), Simon (youth lead), Sharon, Nisha, Preeya, Samantha, Anjanie

Extended Team: To be determined (current members Cecil, Shiva, Mukesh, Lata, Pt. Jag)

Communication:

- **The Core team** makes all the decisions on what is communicated which is shared with the BoD review and approval

Supporting Directors:

- Director of Religious Affairs (*for spiritual content alignment*)
- Secretary (*for communication and volunteer coordination*)
- Treasurer (*for event funding*)

FACILITY & OPERATIONAL DEVELOPMENT

Lead Director:

Directors of Facilities & Operations

Primary Responsibilities:

- Conducting facility needs assessment
- Managing repairs, upgrades, accessibility
- Overseeing cleanliness, maintenance schedules
- Coordinating parking, signage, landscaping
- Implementing sustainability initiatives

Supporting Directors:

- Director of Kitchen & Food Services (*for kitchen upgrades and rentals*)
- Treasurer (*for budgeting*)
- Secretary (*for rental bookings, office admin oversight*)

FINANCIAL SUSTAINABILITY & GOVERNANCE

Lead Director:

Treasurer

Primary Responsibilities:

- Preparing realistic annual budgets
- Ensuring transparent financial reporting
- Coordinating audits
- Supporting fundraising campaigns and events
- Advising on donor stewardship practices

Supporting Directors:

- Director of Fundraising & Development (*for campaigns, donor relationships*)
- Chairperson and Vice Chairperson (*for leadership, approvals, strategy*)
- Secretary (*for legal compliance and documentation*)

Additional Roles with Cross-Pillar Support

Director of Kitchen & Food Services

- Primary role in *Facility & Operational Development* (kitchen hygiene, renovations)
- Strong tie to *Community Engagement* (hospitality, special guests services, prasadam distribution)

Secretary

- Maintains accurate minutes of all Board meetings.
- Distributes meeting notices, agendas, and minutes to Board members.
- Maintains official temple records, including bylaws, policies, and resolutions.
- Manages all official correspondence on behalf of the Board.
- Ensures timely filing of legal or regulatory documents (e.g., charitable registration, trust filings).
- Assists in maintaining membership records
- **Provides oversight of Office Administration, supervising staff or volunteers as needed to ensure smooth, efficient, and compliant daily administrative operations.**
- Ensures transparency and accessibility of Board decisions.
- Ensures communication with members. (Communication & IT)

Secretary

- Cross-cutting support in all pillars for:
 - **Office administration**
 - **Youth:**
 - **Records and minutes**
 - **Legal/regulatory filings**
 - **Communication and coordination**

Chairperson & Vice Chairperson

- Provide overall leadership across **all four pillars**.
- Ensure alignment to vision and values.
- Mediate priorities, conflicts, and accountability.



Table: Board Directors Mapped to Strategic Pillars

Strategic Pillar	Lead Director	Supporting Directors
Spiritual & Religious Excellence	Director of Religious Affairs	Secretary, Director of Community Outreach & Events
Community Engagement & Cultural Education	Director of Community Outreach & Events	Religious Affairs, Secretary, Fundraising & Development
Facility & Operational Development	Director of Facilities & Operations	Kitchen & Food Services, Treasurer, Secretary
Financial Sustainability & Governance	Treasurer	Fundraising & Development, Chair, Vice Chair, Secretary