

# Strengthening Communities in Ontario

## POSITIONING...LEADING...ENGAGING

### OUR VISION

Parks and Recreation Ontario (PRO) is recognized as the expert on the values and importance of leisure to people and communities in Ontario.

### OUR MISSION

PRO is an all-inclusive, not-for-profit corporation dedicated to enhancing the quality of life for people of Ontario. PRO fulfills this mandate by collaborating with stakeholders to influence decisions and policies that support the benefits of recreation through information, advocacy, and the research and development of innovative and relevant products and services.

### STRATEGIC GOALS

1. Public Policy  
Positively influence public policy and legislation through advocacy and research in order to enhance the position of parks, recreation and physical activity.
2. Local Action  
Enhance the position of recreation and parks in local communities through the development of tools and resources.
3. Training and Development  
Increase the skills and knowledge of professionals and volunteers so they are better able to manage issues relevant to the parks and recreation sector.
4. Quality Assurance  
Assess the need and establish quality assurance and standards for recreation and parks in order to equip the sector with the capacity to measure, to improve and to account for performance.

### WHO WE ARE

Parks and Recreation Ontario was formed in 1995 as a result of the consolidation of former member organizations of the Parks and Recreation Federation of Ontario (PRFO). Today, over 2,000 members including professionals, volunteers, educators, students, interested citizens, elected officials and commercial representatives — all with an interest in parks and recreation — make up the organization. Through its membership, PRO has a connection with over 10,000 professionals and volunteers who provide parks and recreation services.

An elected board of directors provides direction and policy to staff, including full-time professionals, contract staff and student placements. PRO is financed through membership fees, sales of resources, educational training services, management of special projects and revenue generation projects.

PRO is an active member of several coalitions aimed at improving the health of Ontarians by promoting a healthy lifestyle. In addition, PRO plays a leadership role on the Ontario Task Group on Access to Recreation for Low-Income Families and the Play Works Partnership and has founded HIGH FIVE®, Canada's only comprehensive standard for organizations providing recreation and sport programs to children ages 6 to 12. Parks and Recreation Ontario is affiliated with the Canadian Parks and Recreation Alliance.



PARKS AND RECREATION ONTARIO

Find out more about our services and resources by contacting us at  
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