Our Organization

The Canadian Company of Pilgrims (CCoP) is a non-denominational, fully volunteer-run association that supports Canadians interested in the pilgrimage to Santiago de Compostela, Spain. We share the Canadian representation with *l'Association du Québec à Compostelle*.

Founded in 1994, the CCoP promotes awareness of the Camino de Santiago de Compostela through a national network of 20 local Chapters, its website and social media platforms (Facebook, Instagram, YouTube). These Chapters—many of which also have their own Facebook pages and groups—share Camino information, offer practical training for future pilgrims, and provide a welcoming community for returning pilgrims to connect and reflect on their experiences. The CCoP also issues Canadian *credenciales* (pilgrim passports) recognized in Santiago de Compostela, Spain. The Ambassador of Spain to Canada, His Excellency Alfredo Martinez Serrano, is the CCoP's Honorary Patron.

As a registered not-for-profit corporation with approximately 4,600 members, the organization is overseen by a 13-member Board of Directors including a President, Vice-President, Treasurer and Secretary. The Board has six major committees: Communications, Finance, Governance and Nominations, International Engagement, Information Technology and Member Engagement.

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Our Mission

To share our love of the Camino,
inspiring and enabling others on their Way

Our Vision

A vibrant, engaged and
inclusive Camino community

Our Values

We are open, hospitable, and generous in all that we do. We welcome all who are drawn to the Camino, valuing diverse experiences, perspectives, and paths. Through hospitality, we create spaces where people feel seen, supported, and at home—whether they are preparing for their first Camino or reflecting on past caminos. Guided by generosity, we freely share our time, knowledge, and care, walking alongside others in a spirit of trust, kindness, and service.

Openness
Everyone belongs

Hospitality
A culture of welcome

Generosity
We give and serve

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Our Pillars

The pillars we have selected represent our strategic priorities and serve as a roadmap for advancing our mission. Together, they reflect our commitment to supporting the Camino, nurturing the pilgrim experience, partnering with the broader Camino community, and ensuring the long-term sustainability of the organization. Each pillar is supported by clear goals, with initiatives designed to translate vision into action, guide decision-making, and align the efforts of our Board, Chapters, and other volunteers.

Engage and Support Canadian Pilgrims

To ensure every Canadian interested in the Camino is aware of the CCoP, feels welcomed and included, and engages with the CCoP community for information, inspiration, and support throughout their Camino journey.

Support the Camino

To position Canadian pilgrims and the CCoP as leaders in modelling and promoting respect for the human, cultural, and natural environment of the Camino, while fostering a culture of generosity through responsible giving and volunteer service.

Engage with the Greater Camino Community

To actively engage national and international partners to enhance CCoP's involvement as a pilgrim association dedicated to the heritage, values, and infrastructure of the Camino de Santiago.

Build a Connected and Effective Organization

To build a strong, well-governed federated organization with effective relationships, capable and engaged leadership, and the infrastructure needed to support CCoP's mission, vision, values, and strategic goals.

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Our Strategic Goals & Initiatives

In addition to our pillars, we have identified goals to guide the delivery of our commitments across the plan. Each goal reflects a clear priority area and is supported by targeted initiatives designed to translate our vision into action. Together, these goals and initiatives bring our plan to life, creating meaningful outcomes that benefit our members, strengthen the Camino community, and support the organization's ongoing growth.

Engage and Support Canadian Pilgrims

To ensure every Canadian interested in the Camino is aware of the CCoP, feels welcomed and included, and engages with the CCoP as a trusted national and chapter-based community for information, inspiration, and support throughout their Camino journey.

Goals	Increase membership, deepen member engagement, enhance member benefits	Support Canadian pilgrims before, during and after a Camino	Elevate our brand and visual identity
Initiatives	❖ Conduct a Membership Engagement Survey ❖ Launch a national speaker series (live Zoom presentations)	❖ Deliver Camino 101 sessions and host in-person and/or virtual Chapter events ❖ Establish a "virtual" Chapter ❖ Establish an Integration Support Network for returning pilgrims	❖ Design and produce a core set of branded merchandise, and develop the required distribution infrastructure ❖ Launch co-branding partnerships to extend visibility and credibility

Support the Camino

To position Canadian pilgrims and the CCoP as leaders in modelling and promoting respect for the human, cultural, and natural environment of the Camino, while fostering a culture of generosity through responsible giving and volunteer service.

Goals	Provide a Canadian presence of hospitality and welcome on the Camino	Provide sustainable financial support for the Camino	Promote stewardship of the Camino
Initiatives	❖ Promote service as a Hospitalero and encourage participation in Hospitaler@ Training ❖ Promote service as an *Informadores* at the Albergue de peregrinos de Lugo	❖ Manage the Donations Program to support infrastructure projects and services on the Camino ❖ Develop fundraising initiatives to support our donation goals including the Camino Spirit Fund	❖ Expand the Mindful Pilgrim initiative into an active engagement program

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Our Strategic Goals & Initiatives (cont'd)

Engage with the Greater Camino Community

To actively engage national and international partners to enhance CCoP's involvement as a pilgrim association dedicated to the heritage, values, and infrastructure of the Camino de Santiago.

Goals	Foster our connections with the greater Camino community	Strengthen partnerships with key Camino institutions and organizations	Create meaningful ways for members to experience, support, and contribute to the Camino
Initiatives	❖ Develop an Outreach Program to identify and connect to key Camino organizations worldwide	❖ Liaise with the Pilgrim's Reception Office officials to maintain accreditation for our CCoP *Credencial* and *Canadian Camino Compostela* ❖ Collaborate with the Spanish Federation (FEAACS) to establish a Canadian Welcome Service at the Albergue de peregrinos de Lugo	❖ Create a Volunteer Opportunities Program to catalogue, promote, and facilitate CCoP members' participation in Camino volunteer opportunities ❖ Expand the Preamble Program by working with Chapters to develop and officially recognize additional routes across Canada

Build a Connected and Effective Organization

To build a strong, well-governed federated organization with effective relationships, capable and engaged leadership, and the infrastructure needed to support CCoP's mission, vision, values, and strategic goals.

Goals	Build trust and relationships that enable effectiveness	Develop leadership capacity and succession	Improve our organizational culture
Initiatives	❖ Organize Leadership Gatherings for Directors, Coordinators, and key volunteers ❖ Establish chapter coordinator peer groups to share successes, challenges, and ideas	❖ Encourage committee and task force participation/leadership ❖ Develop briefings/workshops for leaders to expand their knowledge of the CCoP and the context in which we operate ❖ Create a CCoP Mentorship Network ❖ Develop/maintain Director and Chapter Coordinator Handbooks	❖ Launch a multi-tier Volunteer Recognition Program ❖ Conduct an organizational culture survey

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