



Power of Belonging at the YMCA

Our YMCA Strategic Plan 2021–2023



YMCA of
Greater Halifax/Dartmouth

Power of Belonging at the YMCA

Our YMCA Strategic Plan, 2021–2023

Our Promise

We will build healthy communities by creating spaces and programs that help people belong.

Our Commitment to Sustainability

We will continue to operate as a financially sustainable organization that is sound and has the capacity and agility to adapt and to grow.

Our Strategic Priorities

Equity Diversity Inclusion

There is a place for everyone at the YMCA and everyone can be themselves. We will champion this commitment both within our Y and as a voice in communities.

Health & Wellbeing

We will nurture and build on our value to society as an enduring institution where people enrich and renew their health and wellbeing, whether physical, mental, or social.

Empower Youth

We will continue to help young people succeed through belonging, connection, and programming that stimulate mind and spirit.



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**By living our purpose, mission, vision,
and values, we will create communities
where people have a sense of belonging.
We will focus on empowering youth,
championing equity, diversity, inclusion,
and health and wellbeing.**

Our Purpose

Building healthy communities
through the power of belonging.

Our Mission

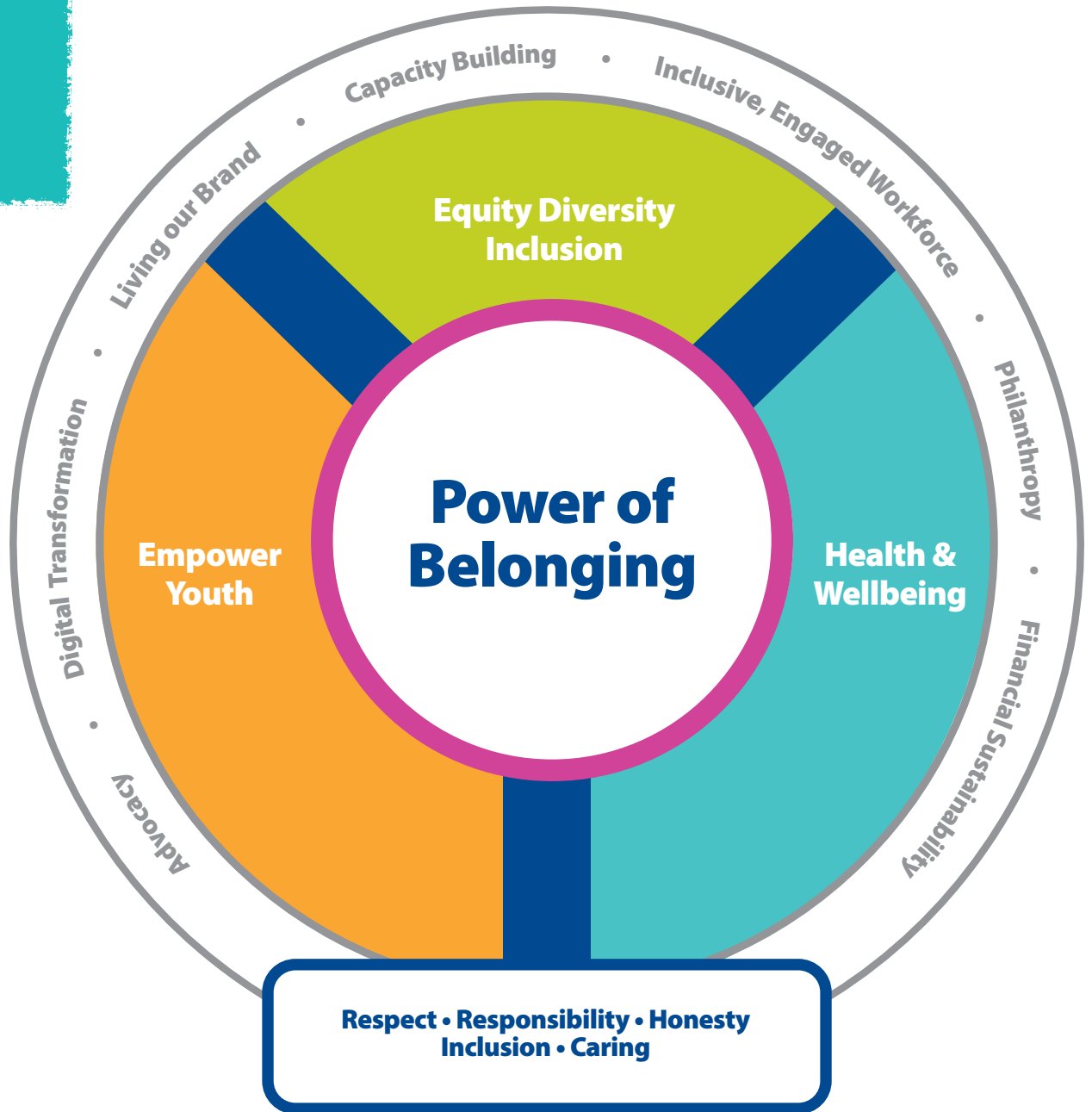
The YMCA is a charity dedicated to the growth
of all persons in spirit, mind, and body, and
to their sense of responsibility to each other
and the global community.

Our Vision

Building the foundation for a vibrant
YMCA of Greater Halifax/Dartmouth
and for healthy communities.

Our Values

Respect | Responsibility | Honesty | Inclusion | Caring



The Belonging Plan

We will build healthy communities by creating spaces and programs that help people belong through:



Strategic Enablers

Advocacy | Digital Transformation | Living our Brand
Capacity Building | Inclusive, Engaged Workforce
Philanthropy | Financial Sustainability

Equity Diversity Inclusion

- Growing our financial assistance capacity
- Facilitating equitable, diverse, and inclusive access to quality programming
- Having a presence in marginalized communities
- Ensuring our leadership team is diverse and reflective of our communities
- Reconnecting with volunteers who have experience in advancing equity, diversity, and inclusion policy and programming

Health & Wellbeing

- Developing and delivering wellness programming appropriate to all populations
- Being a community-based health care solution in the area of mental and physical health, including chronic disease
- Collaborating with like-minded partners to deliver wellness programming
- Exploring virtual and outreach programs that advance wellbeing
- Continuing to build a strong and supportive volunteer and employee culture

Empower Youth

- Providing youth the opportunity to develop leadership and resiliency skills through specific youth-centred programming, while ensuring a continuum of development
- Giving youth a voice in YMCA governance through the establishment of a Youth Advisory Committee
- Encouraging family wellness and support of children and youth through YMCA programs
- Ensuring all youth have an opportunity to participate, regardless of their economic circumstance