

2024–2029

Strategic Plan

YOU ARE WHY



Shine On



To our YMCA Community,
You are WHY we exist.

We are a charity dedicated to nurturing the **inherent potential** in individuals just like you.

Because at the YMCA, we believe that when we create the conditions for individuals to **thrive**, it results in **stronger, connected communities** for all.

OUR STRATEGIC PILLARS



Igniting the Potential in Youth

Youth are the leaders of today and the foundation of tomorrow's society. We will empower youth to reach their full potential through connections, opportunities, and inclusivity.



Strengthening Community

Empowering communities is an investment for a brighter future. We will strive to meet people where they are by strengthening connections, building trust, and maximizing our impact alongside people and community partners.



Nurturing Wellness

Everyone deserves the opportunity to ignite their true potential. We will continue to grow our value as an inclusive organization where people can enrich their mental, physical, and spiritual health and wellness.



Purpose

By igniting the potential in people, the YMCA helps in strengthening our evolving communities.

Vision

A strong and thriving community where people feel they belong, have support to grow, and are actively giving back.

Values



BELONGING



RESPONSIBILITY



HONESTY



CARING



RESPECT



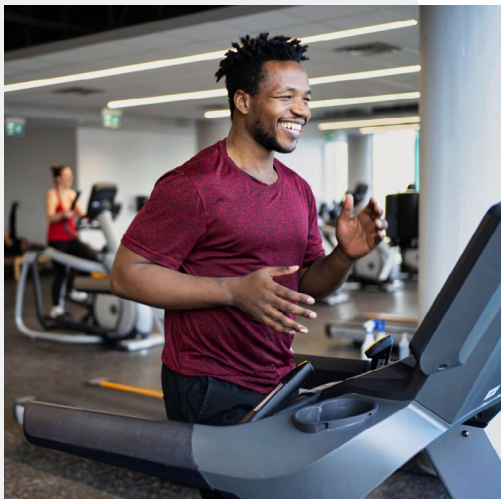
Igniting the Potential in Youth

- Ensure programs and services are inclusive, collaborative, and impactful.
- Embed youth development best practices and measure impact to amplify youth success across all YMCA programs, services, and facilities.
- Enhance social connectivity and provide impactful support for young people.
- Ignite innovation and spark creativity among youth through intentional collaboration with community partners.



Strengthening Community

- Become a leader in the continuum of community health.
- Focus on accessibility and flexibility to transform into a person-centered organization.
- Meet community members where they are by broadening community reach, building connections, and trust to meet the needs of people.
- Use anti-racist and anti-oppressive approaches in our policies, processes, programs, and services.
- Enhance community members' self-reliance and dignity through programs and services.



Nurturing Wellness

- Create the environment for individuals to thrive, grow, and contribute.
- Enable and enhance opportunities for individuals to lead healthy and fulfilling lives.
- Ensure individuals and families have access to programs and services by increasing our financial assistance capacity.
- Be a great place to work and volunteer resulting in successful recruitment and retention.



Our Guiding Beliefs

As we implement this 2024-2029 strategic plan, You Are WHY, we are committed to prioritizing the needs of others, offering unwavering support, fostering empathy and compassion, promoting personal growth and development, and leading through our own actions. Through forging strong relationships and fostering community connections, we continuously strive to enhance the well-being of our greater community.

As a community charity, we believe:

- Everyone has the innate potential to thrive.
- All people should be treated with dignity and compassion.
- In helping those who need the most support.
- In truth and reconciliation with Indigenous Peoples and communities.
- Everyone has the right to participate.
- Everyone belongs.

The YMCA of Greater Halifax/ Dartmouth operates within the vibrant communities of Mi'kmaq and African Nova Scotian peoples. We are committed to a lifelong journey of working towards truth and reconciliation.

Equity, diversity and inclusion awareness and understanding are the foundation of our approach and are incorporated into each strategic pillar.