

2024–2029

Strategic Plan **HERS**

YOU ARE WHY



Greater
Halifax/Dartmouth

Shine On



Table of Contents

02

Land Acknowledgement

03

You Are WHY

05

2024-2029 Strategic Plan

07

Vision

08

Proposed Values

10

Ignite the Potential in Youth

11

Strengthening Community

12

Nurturing Wellness

13

Closing Statement



As a charity, the YMCA of Greater Halifax/Dartmouth operates within the vibrant communities of Mi'kmaq and African Nova Scotian peoples. We recognize the Mi'kmaq as the original stewards of Mi'kma'ki and honor their deep-rooted connection to these territories. We are all treaty people, and we are committed to a lifelong journey of working towards truth and reconciliation.



To our YMCA Community,

You are WHY we exist.

We are here for each member, client, and participant. Our passion and purpose are dedicated to nurturing the **inherent potential** individuals bring to our programs and services on a daily basis.

And we believe that **everyone** deserves the opportunity to **ignite** their true potential.

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

Seeking Connection

Every day at the YMCA, we are witnesses to people looking for **connection - to themselves, to their family and friends, and to their community**. They know inherently that humans are better when they connect, but it can be hard to take the next step - to value time with yourself; to reach out to a friend you haven't spoken to in awhile; or to volunteer in support of a community effort.

We see it this way: each and every one of us is like a LEGO® brick - individually, we have strength and potential; but together, we can offer so much more.



Together, we can:

- Find strength and connection in each iteration of our programming, through which we create new opportunities for discovery, play, and skill development.
- Be accountable to each other and create sustainability for our community through stability and reliability
- Offer a diversity of choice - just like the many types and shapes of LEGO® bricks - and build potential for innovation, equity and inclusion.
- Celebrate one another's strengths and abilities through a compassionate approach that sees that our interests are more similar than different.

Just like each individual brick has a role to build in each LEGO® project, we all have a role to play in our YMCA community to create a strong and thriving community where people **feel they belong, have the support to grow, and are giving back.**

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, 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.

Together, we are driven by our belief in the importance of community, inclusivity, and personal growth.

Together, we can ignite the potential in each and every one of us and therefore strengthen our community through our collective effort.



2024–2029

Strategic Plan

Purpose

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

Enablers

- EDI awareness and understanding ¹
- Engaged staff and volunteers
- Diverse community collaboration
- Financial sustainability
- Philanthropy
- Well-maintained facilities
- Technology and innovation
- Youth empowerment and development

¹Equity, diversity and inclusion awareness and understanding are the foundation of our approach and are incorporated into each strategic pillar.

Vision

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

The YMCA, through its purpose, goals, and values helps everyone unlock their full potential and in doing so, we facilitate and create opportunities for the community to be strong and thrive.

Community, as it relates to the YMCA, can be defined in a few different ways. It is defined one way as a group of individuals living in the same geographical area. Community is more importantly defined as a group of individuals having particular shared common values, interests, and goals. It's where individuals both receive support and advantage while also contributing to the greater purpose.

The benefits of community stretch far and wide both for individuals and the greater society. Communities can empower and integrate people from different backgrounds, lived-experiences, race, and socioeconomics. Often in community is when we find more commonality than differences, which creates a deeper sense of belonging. There becomes a deeper sense of trust in organizational structure and governance. By engaging with one another, communication and understanding of different perspectives improves, which results in less conflict and more healthy, respectful problem solving.

The give and get relationship that exists in the community is critical to the success of its individuals and the community as a whole. This is an important aspect of the community for which the YMCA creates the conditions for individuals to feel they belong, have the support to grow, and are actively giving back.

Values



Belonging

We take responsibility for making informed decisions and implementing actions that create equity, diversity, and a sense of belonging for all.



Responsibility

The YMCA exemplifies ethical leadership by consistently prioritizing integrity and doing what is right in all circumstances.



Caring

We are committed to nurturing individuals and communities. We will act with compassion and empathy towards the feelings, experiences, and circumstances of others.



Respect

We listen attentively, acknowledge, and value individuals for their unique abilities and inherent worth. We honour the feelings, perspectives, and life experiences of each person with the dignity they deserve.



Honesty

We commit to truthfulness and endeavor to foster trust. We operate with authenticity and transparency in all our actions.

Strategic Pillars

Through the lens of equity, diversity and inclusion



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.

- Ensure programs and services are inclusive, collaborative, and impactful.
- Embed youth development best practices and measuring 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 Communities

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.

- 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

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.

- 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.

For over 170 years, we've been building healthier communities across the Greater Halifax/Dartmouth region with support from individuals just like you who bring their passion and commitment to our programs, services and spaces.

As we implement our new strategic plan, we're ready to deliver on our vision of a strong and thriving community, powered by the connection, care and respect that we share with each of our members, participants, staff, volunteers, donors, and supporters.

We are thankful for the trust you put in us to help ignite possibility in our community.





Charitable Number: 136560760RR0001