



Shine On

YMCA STRATEGIC PLAN 2024 – 2028

# Igniting Potential to Save Lives

# YMCA STRATEGIC PLAN 2024 - 2028

In our evolving communities, where challenges often cast shadows on the lives of many, the YMCA stands resolute in our commitment to foster hope, growth, and strength. As we embark on the next chapter of our journey, our Strategic Plan 2024-2028 is our visionary roadmap designed to ignite potential and resilience in the lives of **young people, our employees and seniors**. We aspire to provide leadership that champions mental well-being, develops resilient young people, combats social inequities, and nurtures the potential within every individual.

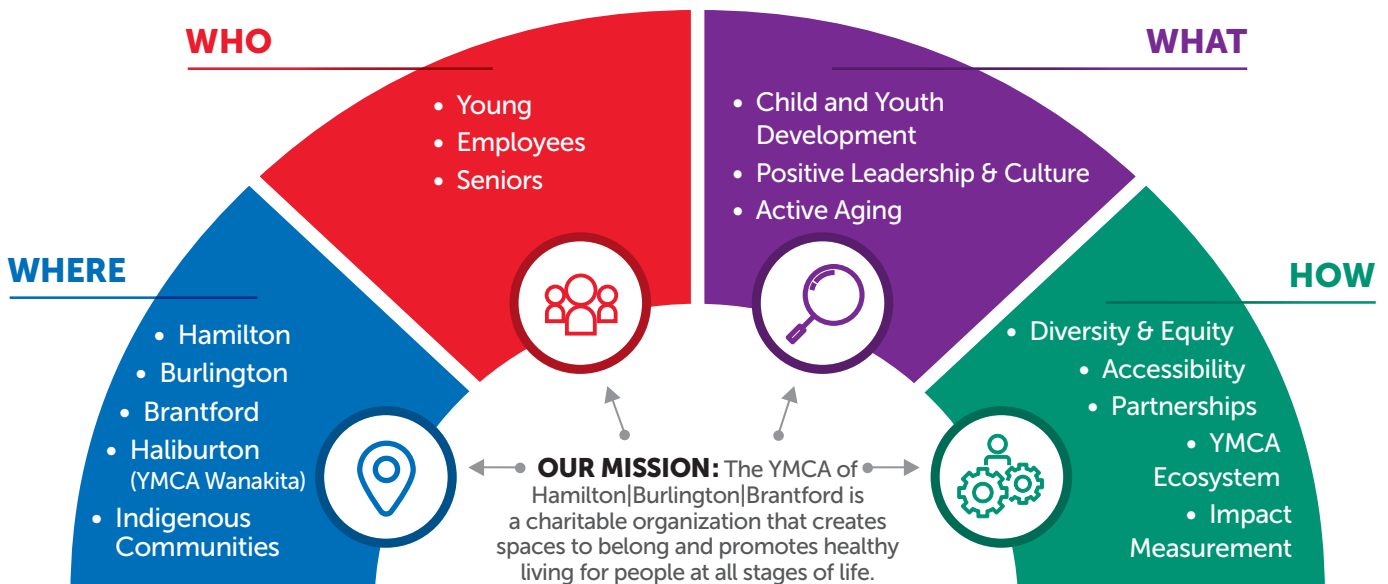
The essence of this strategic plan is grounded in our unwavering belief in the boundless potential of each person. We recognize that the challenges of today's world require an innovative and holistic approach, one that empowers individuals at **every stage of life** to not just survive, but to thrive, **regardless of age or circumstance**. We know that **The Y Saves Lives**. This plan is a testament to our determination to create lasting positive change, addressing the pressing issues of mental health and social disparities head-on.

We are poised to meet the challenges of today, ignite the potential of tomorrow, and together, let our collective light shine on.

**OUR VISION:** Creating a vibrant and healthy community where everyone thrives, igniting their fullest potential.

**OUR CAUSE:** Lifting people wherever they may be in their life journey, through our programs and spaces of belonging.

**The Y Saves Lives.**



**THE Y SAVES LIVES:** The Philanthropy Campaign for the YMCA Hamilton|Burlington|Brantford. Visit [YSAVESLIVES.ca](https://www.y-saveslives.ca) to learn more.

## FOUNDATION:

### VALUES

CARING

HONESTY

INCLUSION




RESPECT


RESPONSIBILITY


Diverse, sufficient and flexible funding

Well-managed assets

## OUR PRIORITIES: SHINING A SPOTLIGHT

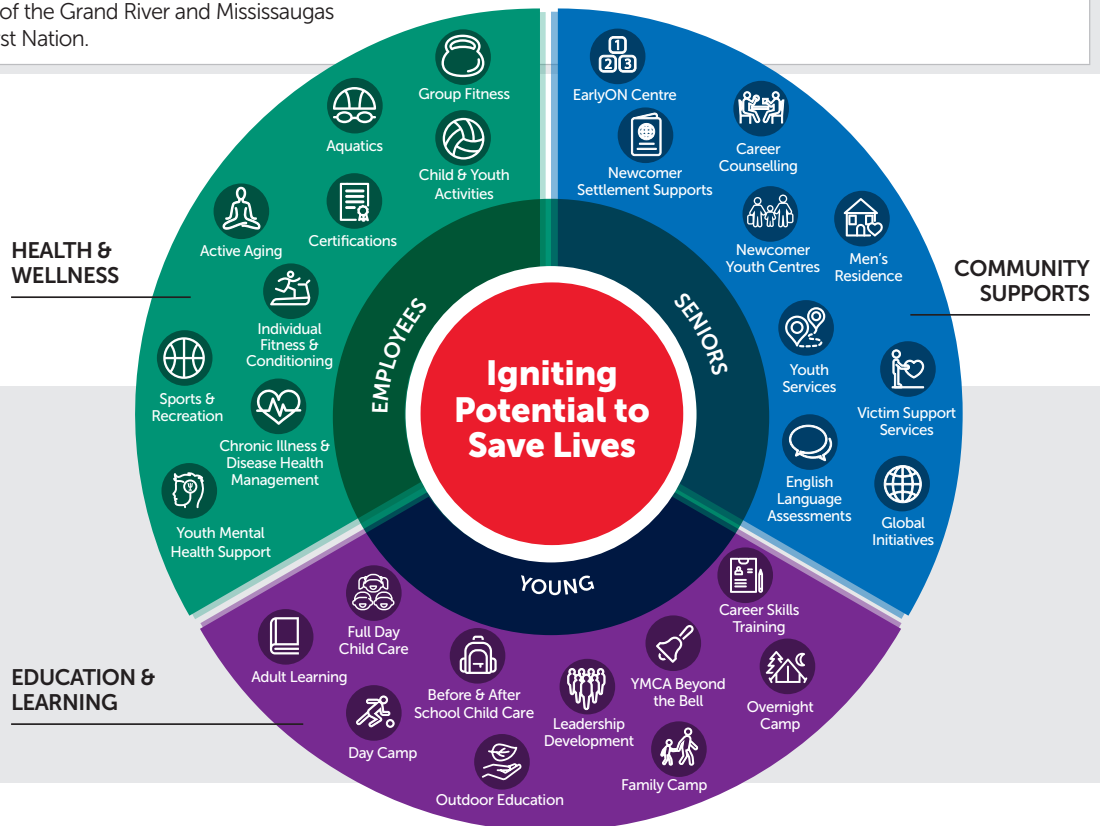
 <b>YOUNG</b> Our legacy and our future	 <b>EMPLOYEES</b> Our source of sustainable energy	 <b>SENIORS</b> Our commitment to lifelong health
--	---	---

GOALS & OBJECTIVES		
 <p><b>CHILD AND YOUTH DEVELOPMENT, FOCUSED ON THOSE UNDERSERVED</b></p> <ul style="list-style-type: none"> <li>Build resilience through healthy minds and habits</li> <li>Support engagement through positive relationships</li> <li>Encourage leadership opportunities through responsibility and autonomy</li> </ul>	<p><b>POSITIVE LEADERSHIP AND CULTURE</b></p> <p>Become a great place to work, resulting in successful recruitment and retention, by offering:</p> <ul style="list-style-type: none"> <li>Equity of opportunities for breadth, depth, and growth</li> <li>Meaningful mission and strong brand engagement</li> <li>Competitive compensation</li> <li>Healthy living and spaces to belong</li> </ul>	<p><b>ACTIVE AGING</b></p> <ul style="list-style-type: none"> <li>Position the YMCA as a system-level partner in supporting aging in place</li> <li>Become best in class in seniors' programming</li> </ul>

APPROACHES
 <p><b>DIVERSITY &amp; EQUITY:</b> Embed diversity and equity in all we do.</p> <p><b>ACCESSIBILITY:</b> Shift programming to meet people where they are.</p> <p><b>PARTNERSHIPS:</b> Cultivate and nurture strong strategic partnerships for growth.</p> <p><b>LEVERAGE YMCA ECOSYSTEM:</b> Utilize breadth of YMCA offerings, for enhanced opportunities across the lifespan.</p> <p><b>IMPACT MEASUREMENT:</b> Build capacity in evidence-based decision-making, for targeted impact.</p>

LOCATIONS
 <p><b>HAMILTON:</b> Assume an active role in the revitalization of downtown Hamilton, with an emphasis on preventive services and strategic partnerships for affordable housing.</p> <p><b>BURLINGTON &amp; BRANTFORD:</b> Leverage new opportunities for growth through strategic partnerships, including municipalities.</p> <p><b>HALIBURTON (YMCA WANAKITA):</b> Increase the diversity of families and youth benefiting from YMCA Wanakita year-round program offerings.</p> <p><b>INDIGENOUS COMMUNITIES:</b> Partner with Indigenous Peoples within all regions of the organization, including those living on the Six Nations of the Grand River and Mississaugas of the Credit First Nation.</p>

### OUR YMCA ECOSYSTEM OF OFFERINGS:



## GET INVOLVED

The YMCA relies on the financial support of donors and funders who share our vision.

### The Y Saves Lives.

[YMCAHBB.CA/Donate](https://ymcahbb.ca/Donate)

Charitable Registration #10808 3825 RR0001

### OUR VISION

Creating a vibrant and healthy community where everyone thrives, igniting their fullest potential.

### OUR MISSION

The YMCA of Hamilton|Burlington|Brantford is a charitable organization that creates spaces to belong and promotes healthy living for people at all stages of life.

### OUR VALUES

Caring. Honesty. Inclusion.  
Respect. Responsibility.

[YMCAHBB.CA](https://ymcahbb.ca)

