

Our Strategic Plan: **Forward, Together.**

(Refreshed and Extended to FY26)



Strategic Directions and Priorities:

Strategic Direction 1: Connect People to Meaningful Experiences

At the YMCA, our focus is to be the spark that ignites connections, making everyone feel like they belong. This strategic direction focuses on creating inclusive and welcoming experiences that light up our communities, ensuring everyone who interacts with the Y feels valued, supported, and empowered. Highlighting our community impact showcases the transformative work we do each day.

Goal 1: Design a regional approach to better serve our communities

Goal 2: Build a new centre of community in Barrie

Goal 3: Create a Youth Leadership Strategy that empowers young people

Goal 4: Increase brand awareness and showcase the Y's impact

Strategic Direction 2: Cultivate a Great Place to Work

To be the spark in our community, we first need to shine from within. By cultivating a workplace that fosters diversity, equity, inclusion, and belonging, and where our staff feel inspired, valued, and part of something bigger, we empower them to bring their best selves to work each day. A positive, supportive environment allows our team to radiate energy and passion, directly influencing the experiences of those we serve.

Goal 5: Establish the YMCA as an employer of choice

Goal 6: Advance diversity, equity, inclusion, and belonging

Strategic Direction 3: Strengthen the Legacy of the Y

To ensure the Y continues to be a beacon of hope and belonging, we much invest in our legacy. This direction is about laying down strong roots while also being the spark for innovation, philanthropic opportunities, and growth. By being adaptable and forward-thinking, we can ensure the Ys light continues to shine brightly, meeting the needs of future generations that stand the test of time.

Goal 7: Ensure continued prudent financial and asset management

Goal 8: Increase philanthropic engagement

Goal 9: Create an environment that supports innovation