



YMCA of Pictou County **2018-2021 Strategic Plan**



The YMCA of Pictou County will use this strategic plan to guide our collective journey with the community, creating the YMCA we need for the Canada we want.



THE YMCA WE NEED

Is deeply rooted in Pictou County: open, transparent, caring and proactive in contributing to a healthier and connected community.

Is grounded in bringing together people, programs and practices that reach beyond our facility.

Improves the health and well-being of everyone.

THE CANADA WE WANT

Has safe and vibrant communities, a strong economy and ensures environmental sustainability.

Demonstrates leadership in:

- Improving the health of all people
- Respecting diversity and pluralism
- Combating inequality
- Protecting its most vulnerable
- Nurturing the potential of young people

Is the best country in the world for the health and well-being of everyone.

OUR MISSION

The YMCA of Pictou County inspires healthy spirits, minds and bodies to thrive.

OUR VISION

To create a healthy and connected Pictou County.

OUR VALUES

Our values drive our decision-making and behaviours. In addition to the core values of the YMCA - **Caring, Honesty, Respect** and **Responsibility** - we will be:

Proactive

Foreseeing new opportunities to enhance our community

Open-minded

Listening to our community, being sincere and advancing ideas

Brave

Building confidence through safe and positive spaces

Our Goal

IMPACTFUL:

Foster a sense of optimism, confidence and belonging for everyone.

RELEVANT:

Using our assets to connect people in our community.

The YMCA of Pictou County will be impactful, relevant and sustainable.

Our three pillars act in dynamic relationship to one another. They do not stand alone.

SUSTAINABLE:

Long term viability in our community.

STRATEGIC DIRECTION

Improve community health through physical, mental and social well-being

“What” we will do

We will be a leader in the development of community health through physical, mental and social well-being by:

- Improving our collaborative approach
- Improving our understanding of health and preventative care
- Improving our access to programming



“How” we will do it

We will:

- Create relationships with community partners that promote physical and mental activities
- Provide ongoing nutrition education through the YMCA
- Create and expand programs and services based on community needs



STRATEGIC DIRECTION

Foster a sense of belonging in Pictou County

“What” we will do

We will foster a sense of belonging in Pictou County by:

- Creating and promoting a culture that is inclusive and welcoming
- Creating a sense of ownership in the YMCA community
- Encouraging people to participate in our programs and services

“How” we will do it

We will:

- Develop targeted services to reach underserved communities
- Create and extend programs to include older adults and intergenerational models
- Develop a communications and engagement strategy for YMCA messaging
- Develop programs that incorporate diverse cultures



STRATEGIC DIRECTION

Improve and extend the YMCA core offerings

“What” we will do

We will improve and extend the YMCA core offerings by:

- Strengthening our programs and operations
- Strengthening and extending our reach
- Strengthening our brand recognition



“How” we will do it

We will:

- Grow fund development and philanthropy to cover our annual financial assistance program
- Increase the total number of high quality programs
- Focus on membership satisfaction by delivering on the basics
- Grow membership and total participants in all YMCA core offerings





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