

YMCA of Pictou County

2022-2025

Strategic Plan



YMCA of Pictou County

Strategic Plan 2022-2025

Our Strategic Direction:

- 1. Diversity, Equity, Inclusion*
- 2. Community Awareness & Extending the YMCA's Reach*
- 3. Philanthropy and Community Support*



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



To create a healthy and connected Pictou County.



Our values drive our decision making and behaviors: Caring, Honesty, Respect, Responsibility, Diversity & Inclusion.



1. Diversity, Equity, Inclusion

The YMCA is focused on fostering values of diversity, equity and inclusivity within our community and beyond



Diversity

Reflective of our entire Pictou County community.

Equity

Recognizing that each person has different circumstances and allocating the required resources and opportunities needed to reach an equal outcome.

Inclusivity

Everyone is welcome.

What we will do	How we will do it
Increase Diversity within the Y Centre's including staff, volunteers, board members and participants.	<ul style="list-style-type: none">Put forward an active effort to build an intergenerational, multicultural staff and volunteer base.

What we will do	How we will do it
Remove barriers that would prevent access to the YMCA; physically, psychologically and financially	<ul style="list-style-type: none">Expand programs and services so that everyone in our community has the opportunity to be active and healthy.Focus on community outreach including expand and increase promotion of financial assistance programs.Collaborate on transportation efforts to reach everyone in Pictou County.

What we will do	How we will do it
Create a welcoming environment that supports a sense of belonging and a sense of community	<ul style="list-style-type: none">Collaborate on transportation efforts to reach everyone in Pictou County.Bring YMCA programs closer to those in the Community.Market physical movement and social programs as mental health support.



2. Community Awareness & Extending the YMCA's Reach

The YMCA of Pictou County is committed to connecting community members with our broad variety of program offerings, social opportunities and community wellness support that the Y offers; through the diversification and growth of programs and community services.



What we will do	How we will do it
<ul style="list-style-type: none">• Understand and define what we can bring to our community and add value to our community.• Build brand recognition as a charity within Pictou County, as more than a site of “gym and swim”.• Build on the YMCA’s existing health focused programs, offerings, and partnerships.• Become recognized as a hub of the community.• Promote and advertise the many roles the YMCA plays in the community through our unique value proposition.	<ul style="list-style-type: none">• Introduce a sense of uniqueness to the YMCA of Pictou County, that no other center is offering.• Foster word of mouth communication and YMCA stories within the community.• Expansion of youth, senior, and family programming and continued growth of social and virtual programs.• Work with the community to identify and respond to unfulfilled wants and needs.



3. Philanthropy and Community Support

The YMCA of Pictou County will embrace opportunities as one of Pictou County's leading charitable organizations



What we will do:

Create a sustainable financial model that will provide the financial resources needed to execute our strategic plan, assist community members with access to affordable programs that enhance people in spirit, mind and body.

Use funding to support community access to programs and services within the YMCA in a fiscally sustainable manner.

Nurture the donor experience through new donor stewardship activities.

Explore distinctive fundraising, partnership opportunities, volunteerism and planned giving.



How we will do it:

Grow the YMCA's partnership with the Pictou County Wellness Centre to create opportunities for unique events and activities.

Reach out to other organizations and businesses as a charity to spur interest and support in "give back to your community" initiatives.

Provide community members opportunities to support the sustainability of charitable programs and services through the YMCA to make a healthy lifestyle accessible to all.



Our YMCA aquatics staff 2021 graduates

Goals & Metrics

How will we know when we are making an impact?

YMCA of Pictou County
Strategic Plan
2022-2025



- Total number of **financial assistance and membership support** increases annually
- **Increased participation** annually by those who have not participated in the past
- YMCA participants are **reflective of our local community diversity**
- **New transportation partnerships** extend our reach
- **Increase volunteerism** annually
- Number of **donors and amounts** raised
- **New programs offered out in the community** for youth, seniors, family suggested by the community and the number of **community inspired programs**
- **Increase number of community participants**, youth and seniors programs outside of the gym and swim model annually
- YMCA Member Satisfaction scores increase and net promoter scores increase annually

