



Our Vision

My Y -

a place to **belong, achieve my potential** and **strengthen my community.**

Our Charitable Purpose

We are dedicated to the growth of all persons in spirit, mind and body with a sense of responsibility to each other and the global community.

Our Values

Caring

My Y demonstrates compassion and empathy to all.

Honesty

My Y operates transparently with trust and integrity.

Inclusive

My Y celebrates diversity and creates a sense of belonging.

Respect

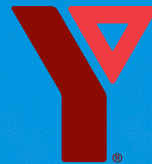
My Y embraces all persons with dignity.

Responsible

My Y is accountable, does what is right and needed.

Collaborative

My Y builds healthy communities through teamwork and partnerships.



Our 2020-2030 Strategy

Great People & Culture

We strive to be an employer and provider of choice by:

Providing the leadership people need to be **inspired** and **successful**

Supporting the **growth** and **development** of people

Acknowledging and **celebrating** achievements

Consistently promoting **values**

Fostering a continuous **quality improvement culture**

Stronger Together

We continue to collaborate with our partners to optimize individual and community health by:

Building **brand awareness** with community in programs and services

Providing a **no wrong door to access** programs and services

Extending core offerings in partnership with rural communities and key demographic groups with a focus on **new populations, youth, families** and **older adults**

Optimizing our resources through **collaboration**

Capacity & Responsiveness

We are improving our systems and structures to achieve efficiency and impact by:

Excelling in our financial practices

Leveraging our synergies and **efficiencies** with other YMCAs

Optimizing technology to enhance **productivity** and **accessibility**

Proactively managing risk

Sustainability

We are building a resilient operating model that secures our future by:

Growing our fund development and donor base

Reducing waste and **protecting** the environment

Strengthening our capital campaign to **reinvest** in our infrastructure and **replenish** our assets

Delivering our strategy with **measurable** results

