



Shine On

FOR IMMEDIATE RELEASE

## YMCA of Niagara Launches Annual Community Campaign and Shares Strategic Vision for the Future

November 21, 2024 — Welland, ON — Today, the YMCA of Niagara hosted its [Stronger Together Community Campaign](#) launch. This event brought together partners, donors, and supporters to celebrate the collective impact of community contributions and share the Association's **2025-2030 Strategic Plan, "Elevate."**

The event showcased the profound impact of the YMCA's programs—such as Day Camps, Community Youth Programs, and Health, Well-being, and Aquatics—on unlocking the potential of children, youth, and families, transforming lives, and strengthening Niagara as a whole.

"We deeply appreciate the robust community support we witnessed today," said Christian Wulff, CEO of YMCA of Niagara. "Seeing so many partners, donors, and supporters come together reinforces our shared commitment to strengthening the Niagara Region, creating opportunities for everyone to thrive, and unlocking the potential in every individual."

A key part of the event was the introduction of the "Elevate" Strategic Plan, a roadmap designed to meet the evolving needs of the Niagara Region. Guided by four strategic priorities—**Lead Intentionally, Amplify Voices, Forge Connections, and Increase Investment**—the plan reflects the YMCA's vision to transform lives, foster well-being, and build inclusive communities where everyone can thrive.

"Today's event was a meaningful reminder of the generosity and care within our community," added Jonna Wolfenberg, Manager of Philanthropy. "Because of the support of our donors and partners, we can continue to transform lives and provide programs that make a real difference."

The celebration included the presentation of the [Peace Medals](#), which honour individuals for their acts of **Peace, Empathy, Community, Advocacy, and Empowerment**. Mayor Mat Siscoe of St. Catharines and Ward 1 Councillor George McDermott of Fort Erie were in attendance to celebrate the award recipients and personally present medals to individuals from their respective municipalities. Both leaders spoke about the importance of fostering peace and community connection, commending the recipients for their inspiring contributions to Niagara.

The Peace Medal presentations highlighted the values at the heart of the YMCA's mission and the Stronger Together Community Campaign. Philanthropy plays a critical role in supporting programs that unlock potential, foster meaningful connections, and build brighter futures across Niagara. As the YMCA of Niagara continues this important work, the generosity of donors, partners, and community members remains essential.

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**About the YMCA of Niagara**

The YMCA of Niagara is a charity that ignites the potential in people, helping them grow, lead, and give back to their communities. We believe everyone has the innate potential to thrive and are dedicated to empowering individuals to tap into their full abilities.

Through diverse programs and services, we foster connection, cultivate belonging, and support well-being to elevate the potential of every person and build a stronger, more connected Niagara Region. To learn more, visit [www.ymcaofniagara.org](http://www.ymcaofniagara.org)