



Shine On

OUR STRATEGIC PLAN TO
Elevate

Individuals and families across
the Niagara community.



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Our Commitment

To Our Valued Partners in Community,

The YMCA of Niagara believes in every individual's potential and is dedicated to nurturing that potential through our diverse programs and services. As a trusted charity, delivering upon our brand promise will ensure communities feel more connected and provide individuals with an increased sense of belonging.

The Niagara Region is evolving, and so are the needs of our communities. As we look to the future, we recognize the importance of adapting to these changes to serve you better. This strategic plan is our blueprint for meeting these needs over the next five years. It outlines our strategic priorities and the steps we will take to ensure that the YMCA of Niagara continues to be a pillar of support and growth for all.

Our relationships with families, community organizations, businesses, and government are the backbone of our efforts. Through deliberate collaboration with all stakeholders, we can create a supportive environment where everyone can thrive.

Thank you for being a part of our YMCA family and our journey. Together, we will continue to build a robust and vibrant community.



Christian Wulff
Chief Executive Officer



Vivian Kinnaird
YMCA Board Chair

Our **Vision** for the Future: Building a Stronger Niagara Together

Imagine a community where every individual feels valued, every family has the support they need to thrive, and where the collective strength of the Niagara Region is harnessed to build a brighter future for all.

Over the next five years, the Niagara Region will face new challenges and opportunities. As our communities continue to grow and evolve, so must our efforts to ensure that everyone—regardless of age, background, or circumstance—has the chance to flourish. This is why we are calling on you to join us in our mission to build a stronger, more vibrant community.

At the YMCA, we believe in the potential of every individual.

We know that with the right support, people can achieve incredible things. Whether it is through our health and wellness programs, our youth development initiatives, or our community outreach efforts, we are committed to providing the resources and opportunities that empower people to succeed.

But we cannot do it alone.

The strength of our community lies in the partnerships we form—with families, local

organizations, businesses, and government. By working together, we can create a network of support that ensures everyone in the Niagara Region has access to the resources they need to lead healthy, fulfilling lives.

Imagine the impact we can have when we come together to address the changing needs of our region. Picture a Niagara where every child has a safe place to play and learn, where every adult has the opportunity to improve their health and well-being, and where every senior feels connected and supported.

This is the future we are working towards, and we invite you to be a part of it. Join us at the YMCA of Niagara as we embark on this journey to create a Niagara where individuals and families will truly thrive.

Let's make this vision a reality—one that will resonate for generations to come.

Strategic **Priorities** 2025-2030

Our strategic plan to elevate individuals and families across the Niagara community.



LEAD INTENTIONALLY

The YMCA will lead and influence our community's development, fostering prosperity by empowering individuals, strengthening families, and building a vibrant, inclusive Niagara.

- 1.** Lead with intention of bringing community, institutional, and government leaders together.
- 2.** Leverage our social agency in the service of citizens in a changing region.
- 3.** Advocate for improving societal conditions of vulnerable persons.
- 4.** Build a more inclusive and equitable community.



AMPLIFY VOICES

The YMCA will encourage and engage in active, responsive dialogue with our families, members, stakeholders, and the broader community to foster collaboration and growth.

- 1.** Increase our presence and engagement across the region.
- 2.** Demonstrate our commitment to all through charity and service to others.
- 3.** Take a stronger posture of support for the most vulnerable people among us.
- 4.** Integrate our efforts across all communities to bring people together in pursuit of a more vibrant region.



FORGE CONNECTIONS

The YMCA will meet people where they are, providing support and guidance on their personal journey toward growth, well-being, and fulfillment.

- 1.** Focus on immediate and changing needs of our youth, seniors, and newcomers.
- 2.** Create greater accessibility of our services to families, especially in areas of childcare, recreation, and health.
- 3.** Work collaboratively with existing and emerging regional partners to create a more resourceful, progressive, and inclusive society.
- 4.** Elevate our YMCA presence across the Niagara Region.



INCREASE INVESTMENT

The YMCA will invest in its people, members, clients, and volunteers, supporting our collective efforts to build a more prosperous Niagara Region together.

- 1.** Expand our health and well-being programs and services for the betterment of all.
- 2.** Recruit inspirational leaders and volunteers to contribute to our collective success.
- 3.** Expand our support and investments for the well-being of our YMCA family.
- 4.** Grow our infrastructure in collaboration with our expanding strategic partners to extend our reach across communities.

Centres of Community to Serve All

Through our programs and services, we are committed to supporting personal growth, fostering leadership, and creating opportunities for all to thrive, guided by our long-term vision.

Aligned with our strategic priorities, the YMCA of Niagara will utilize its centres of community to advance support for **youth, seniors and newcomers**.



CHILD CARE



COMMUNITY



EMPLOYMENT
SERVICES



HEALTH, FITNESS
AND AQUATICS



DAY CAMP



IMMIGRANT
SERVICES

Our Way Forward

At the YMCA of Niagara, our Mission, Vision, and Values guide everything we do. As we look to the future, these principles not only define who we are but also inspire us to elevate the potential of individuals and families across Niagara.



MISSION

The YMCA of Niagara is a charity, serving all, providing transformational opportunities for individuals and their community.



VISION

Inspiring lifelong personal growth, well-being, and community connection.



VALUES

We believe that living by our values builds healthy self-esteem, personal happiness, and prosperous communities for all.

Values reflect who we are, how we live, and treat others. The core values we share at the YMCA are:

Advocacy: We are focused on the future; we are leaders, bold in our support of others.

Caring: Acting with compassion and concern for the well-being of oneself and others.

Health: Being committed to physical, social, emotional, intellectual, and spiritual development.

Honesty: Demonstrating integrity and trustworthiness, in all its forms.

Inclusiveness: Appreciating and respecting diversity as we strive to be open to all. We seek to understand the uniqueness of others and to create welcoming spaces.

Respect: Recognizing and protecting the inherent worth of every person, including oneself.

Responsibility: Being dependable and accountable for choices, actions, and commitments.



Niagara

ymcaofniagara.org

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Charitable Registration
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