



YMCA of
Stratford-Perth
Strategic Plan
2013 – 2017

Building Healthy Communities



We live in a time of great privilege. We live in a country that is the envy of the world. We live in an area that is abundant with food; that is technologically rich with a stimulating cultural setting. We have much to be thankful for.

We can be better. We can be stronger.

To build a healthier, more vibrant community, we are investing in the following four priorities

Community

Inspiring the community to come together for the greater good.

People

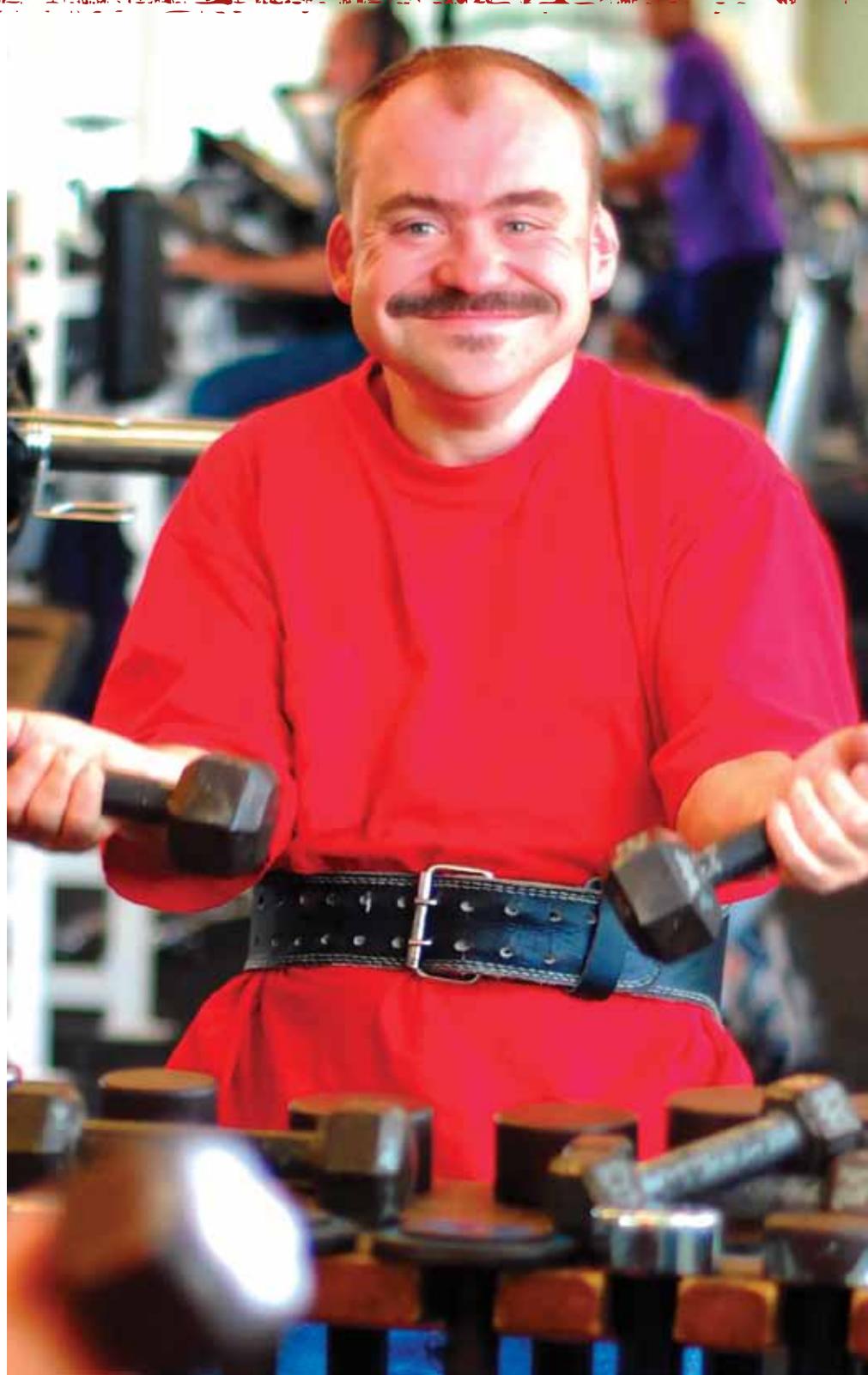
Investing in our people to impact individual and community health.

Places

Investing in healthy places to strengthen community.

Program

Developing and delivering program excellence to meet community needs.



We can be healthier.

Call to action

The future is daunting. We know that the physical, social and mental health of our population is failing and yet, we are not adapting. We know that without a major shift in our cultural thinking, there will be significant consequences.

The YMCA has and will always be a force for good; that place where all people are welcome and where the development of people is our *raison d'être*.

As a nation, we are unhealthy; 31.5% of 5 to 17 year olds are overweight or obese and the number of obese residents of all ages in our county is increasing.

In Ontario, one in 3 children meet Canada's Physical Activity Guidelines and one in 10 children spends 7 hours or more in "screen time."

Research of Perth County provides us with some key issues needing immediate action: our population is more physically inactive than the Ontario average; our Ontario Works caseload has increased in the last five years; and fewer of our residents report their health and mental health as very good or excellent, than the provincial average.

Families are squeezed for time, money and services and most importantly, time to be a family.

It is in this vein that we must be an agent of change within our community.

Our plan builds upon more than 140 years of service to our community. We will be bolder, stronger and more relevant to build a community that is not only healthier, but thriving.



We consulted with people of all ages – citizens, community leaders, participants, volunteers, donors and staff.

This is what they told us.

The Community We Want is one where:

- Services and programs are accessible and open to all.
- Generations connect and feel a sense of belonging.
- People live healthy lifestyles and families are supported.
- People take responsibility for a vibrant, safe and inclusive community.
- Everyone has the opportunity to reach their full potential.

The YMCA We Want is one where:

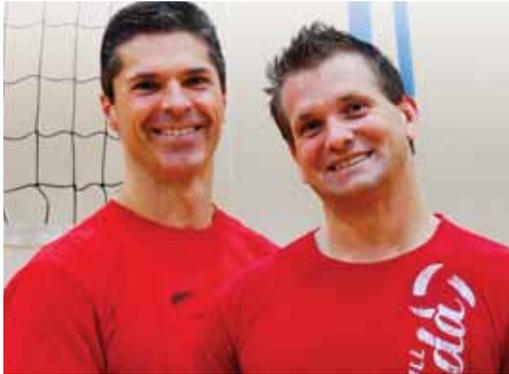
- We collaborate with our community to deliver programs and services that improve the health and well-being of all.
- Youth are inspired to reach their full potential.
- Our quality programs can be measured and show evidence of impact on individuals and the community.
- Volunteer and staff leaders learn, lead and make lasting social change.
- Our YMCA brand is valued for its health solutions focus and ability to impact healthy living.

Our Mission

The YMCA is a charity dedicated to providing opportunities for personal growth in spirit, mind and body and service to others in an environment that is open to all.

Our Vision

Building healthy communities in which individuals and families have opportunities to reach their full potential.



Values that guide our decisions and behaviours

Do the right thing – we are caring, honest, inclusive, respectful and responsible in all we do.

Put people first – we believe in each other – our strengths, abilities, perspectives and passion.

Keep our promises – we do what we say we will do

Our Key Priorities

For the next few years we will focus on four strategic directions while continuing our core program delivery.

These strategic directions are interdependent. The achievement of goals in any one direction will impact and support another. A strong YMCA will enable us to invest in our community, people, programs and places and create positive health outcomes for all.

COMMUNITY: Inspiring the community to come together for the greater good

- We will use our brand strategy to further our presence in our community
- We will be a centre of community information and special events for healthy living
- We will work with key stakeholders to develop a collaboration strategy to create lasting social change
- We will create and deliver healthy community initiatives

PEOPLE: Investing in people to impact individual and community health

- We will invest in people to meet community needs
- We will engage people in developing their skills and leadership
- We will be a relevant and valued partner and champion for a healthy community
- We will lead by example in everything we do

PLACES: Investing in healthy places to strengthen community

- We will invest together with our community, in the development of healthy places
- We will champion sustainable solutions to protect our precious environment
- We will develop a comprehensive asset management strategy to address the health, fitness and recreation needs of the community
- We will collaborate with others to maximize healthy places

PROGRAM: Developing and delivering program excellence to meet community needs

- We will maximize participation in healthy programs
- We will be intentional about service quality in all our core program areas
- We will collaborate with key partners to improve health outcomes
- We will engage families more



**YMCA of
Stratford-Perth**

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