



**YMCA of
Northern BC**
Strategic Plan
2016-2020



Focus 20/20



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Our Mission

Reason to be

The YMCA of Northern BC is a charity dedicated to strengthening the foundations of community.

Our Impact

How we will fulfill our mission

The YMCA is committed to strengthening the foundations of community by:

Promoting healthy living

Helping children, families and seniors thrive

Fostering belonging, connection, and inclusion

Our Vision

The future we will create

Communities in Northern BC are vibrant and healthy because children, families and seniors belong, grow, thrive and lead.





Our Values

Our guide to decision making and behaviour.

Strong values always guide our work – we believe in being caring, honest, respectful and responsible in all that we do.

We are committed to positively impacting the needs in our communities.

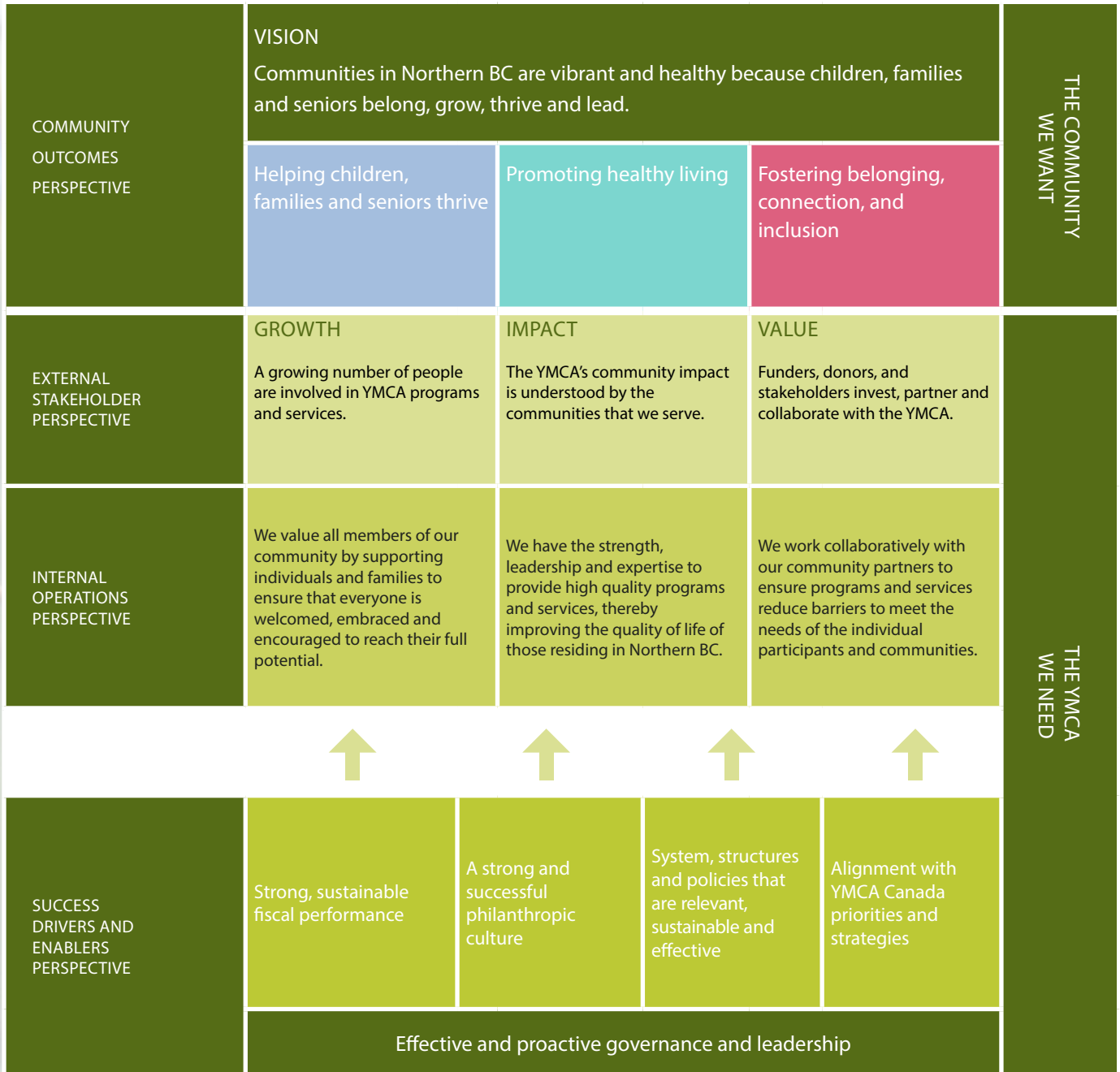
We are committed to our mission and we have the ability to deliver.

We will always strive to have positive impact and wherever possible, measure this impact through outcomes and stories.

We believe in working collaboratively with our partners and across communities.

We believe that everyone has the right to belong – inclusion locally and globally.

Even if we're doing the best we can, we can do better.



The Y Lens

This lens is a tool for how we show up and how we measure the success of our work.

What's our cause?

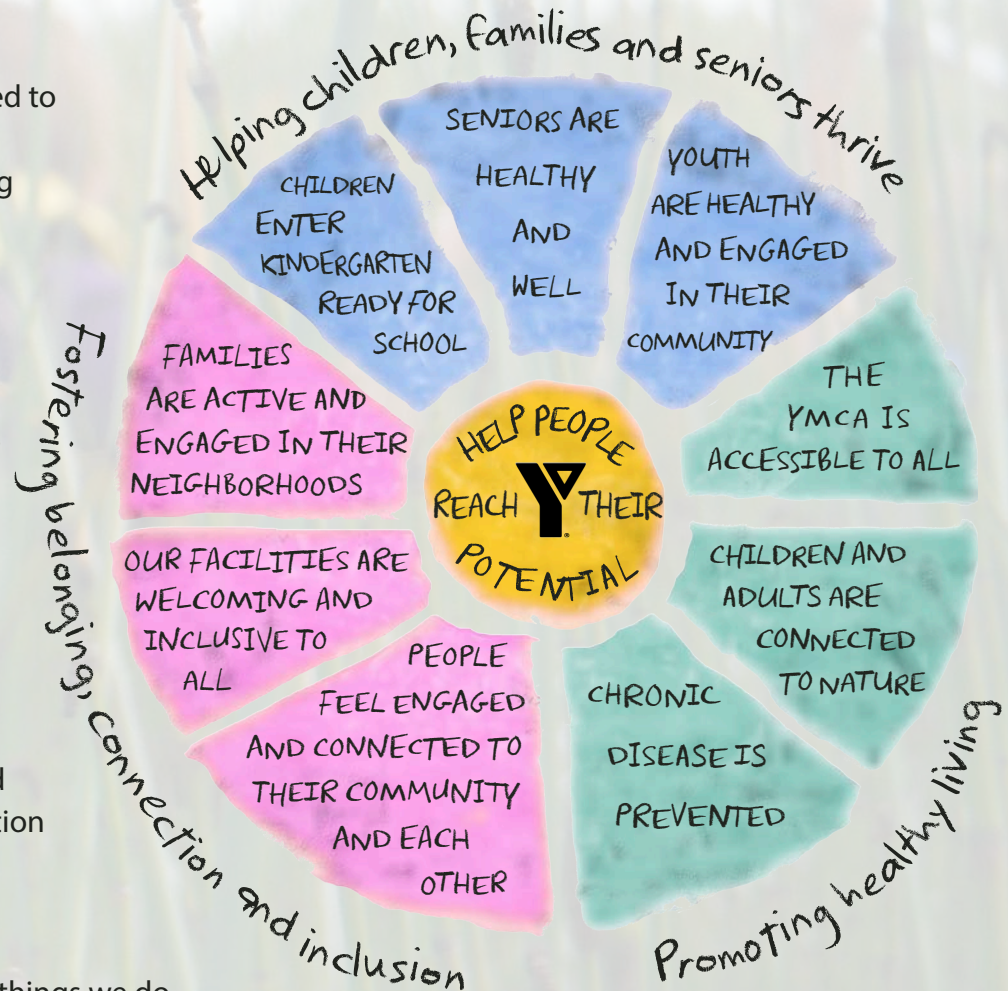
At the YMCA, we're committed to helping people reach their potential. That's why we bring people together to create supportive, inclusive and welcoming communities aimed at advancing the health and well-being of children, families and seniors at all ages and stages.

What's our focus?

This lens focuses on the three reasons we do this work: helping children, families and seniors thrive, promoting healthy living and fostering belonging, connection and inclusion.

What's our impact?

Among the many important things we do, we have selected nine outcomes to focus on during the 5 year cycle. Over time we will develop ways to deliver our impact in all nine outcomes.





Critical Issues Affecting our Community:

Almost 30% of BC children entering kindergarten are developmentally vulnerable.¹

The challenges facing today's teenagers impact their physical and mental health, self esteem and ability to thrive. These challenges ultimately lead to inactivity, at risk behaviours, mental illness, bullying and substance abuse.

The number of seniors in BC will double by 2030.²

Helping children, families and seniors thrive

Our Commitment:

Desired Outcomes:

Measures:

<p>We believe that the early years are critical for building lifelong health. That's why we provide play-based programming that nurtures children's social-emotional, cognitive and physical development.</p>	<p>Children enter kindergarten ready for school.</p>	<p>The readiness of children entering kindergarten from YMCA childcare compared to EDI indicators.</p>
<p>We believe that if given the chance, young people can change the world. That's why we offer opportunities for young people to build character, leadership skills and social connections.</p>	<p>Youth are healthy and engaged in their community.</p>	<p>The extent young people feel they have improved their health, self confidence, life skills and leadership as a result of YMCA participation.</p>
<p>We believe that seniors are an invaluable part of our community and deserve the opportunity to experience optimal health as they age. That's why we provide a warm, welcoming environment with senior specific programming that promotes quality of life.</p>	<p>Seniors are healthy and well.</p>	<p>The extent to which seniors feel their overall health has improved as a result of YMCA participation.</p>



Critical Issues Affecting our Community:

1.5 million British Columbians are classified as physically inactive; rates are particularly low for aboriginal and immigrant populations and/or those surviving on a low income.³

Technology and our time crunched society has resulted in children and youth experiencing a disconnect with nature resulting in 'nature deficit'.⁴

One in three British Columbians are living with one or more chronic diseases.⁵

Promoting healthy living

Our Commitment:

Desired Outcomes:

Measures:

<p>We believe everyone can benefit from being active. That's why we provide supportive environments, expertise and a range of opportunities for everyone, regardless of income, ethnicity, age, gender or sexual orientation.</p>	<p>The YMCA is accessible to all.</p>	<p>The increase of YMCA program participation from all populations.</p>
<p>We believe that when children spend time in nature they are healthier, happier, and smarter. That's why we offer opportunities and programs for children and youth to connect with nature.</p>	<p>Children and adults are connected to nature.</p>	<p>The extent to which children and youth experience nature as a result of YMCA participation.</p>
<p>We believe the YMCA can play a leading role in an integrated health system. That's why we are proud to offer programs and services that focus on prevention, early intervention and healthy living while providing ongoing support.</p>	<p>Chronic disease is prevented.</p>	<p>The extent to which people feel their overall health has improved as a result of YMCA participation.</p>



Critical Issues Affecting our Community:

Local neighbourhoods and under-served communities in the north are lacking opportunities to gather for physical health, recreation and well being.

We have a history of racism in British Columbia that we are working to overcome.

Social isolation is impacting everyone's physical and mental health.

Fostering belonging, connection and inclusion

Our Commitment:

Desired Outcomes:

Measures:

<p>We believe that supporting local neighborhoods and northern communities to achieve their potential helps health and wellness be accessible. That's why we are supporting communities, locally and throughout the north to offer health and child care programs.</p>	<p>Families are active and engaged in their neighborhoods.</p>	<p>The extent to which YMCA programs and services have expanded into new communities and neighborhoods.</p>
<p>We believe in diversity and social inclusion. That's why we reach out to diverse communities and seek ways to be inclusive locally and globally.</p>	<p>Our facilities are welcoming and inclusive to all.</p>	<p>The extent to which YMCA serves diverse populations.</p>
<p>We believe that the more we are connected to family and community, the less likely we are to experience heart attacks, strokes, cancer and depression. That's why we offer warm, welcoming environments free of discrimination where people can feel connected and engaged to their community and to each other.</p>	<p>People feel engaged and connected to their community and each other.</p>	<p>The extent to which YMCA participation over time increases happiness and strengthens connections.</p>

Acknowledgements and Sources

Thank you

Our sincerest thanks to the 30+ stakeholders who provided input in the development of our Strategic Plan Focus 20/20.

Thank you to our Board of Directors, Senior Leadership Team and Coordinators who provided their valuable input into creating this meaningful vision.

Thank you to Nancy Farries from the YMCA RDC for her guidance and support.

Sources

1. Early Development Index (EDI), Human Early Learning Partnership, UBC
2. BC Seniors Population to Double by 2030 (CBC News, May 11, 2012)
3. Healthy Families BC Policy Framework (health.gov.bc.ca)
4. Richard Louv, Last Child in the Woods: Saving Our Children from Nature Deficit Disorder (www.childrenandnature.org)
5. Healthy Families BC Policy Framework (health.gov.bc.ca)





Communities in Northern BC are vibrant and healthy because children, families and seniors belong, grow, thrive and lead.



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