



**YMCA of
Eastern Ontario**

Bridge Strategy 2023-2026

Empower people to create a more connected, equitable and healthy place for all to live and grow.



Building a Healthier Regional Community



In times of changing needs across our communities the YMCA of Eastern Ontario responds with deep compassion, real solutions, and mission-driven leadership.

The unification of our YMCA in 2019, our pivotal response to the COVID pandemic, and our working together to create a healthier regional community every day has demonstrated our capacity to be adaptable, intentional, and forward looking.

The YMCA of Eastern Ontario's Board of Directors and the executive leadership recognize there is more work to be done and together have created this Bridge Strategy 2023-2026.

The strategy will guide our efforts to build back from the impacts of the recent pandemic, while giving our leadership teams a path forward while we develop a robust strategic plan for 2027 and beyond.

We have heard the calls from our diverse communities, so we have set our most immediate priorities: *Creating a Community for Everyone, Forging Purposeful Partnerships, and Striving for Excellence.*

We are committed to empower people to create a more connected, equitable and healthy place for all to live and grow. Come join us on our mission!

Bridge Strategies 2023-2026

Creating a Community for Everyone

We recognize the role of the YMCA of Eastern Ontario to build a more diverse, equitable and inclusive society (DEI), and will advocate for equity.

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- Review our policies and practices to reflect DEI values and actions;
- Further develop our employees and volunteers to better serve the community;
- Actively represent the YMCA of Eastern Ontario values and host meaningful dialogue and action across the region decision making tables;
- Adapt our marketing and promotion to communicate our DEI values; and
- Recruit governance leadership that reflects the diversity of our community.

Forging Purposeful Partnerships

Powered by purpose, the YMCA of Eastern Ontario will forge meaningful relationships with organizations who share our vision, values, and desire to build a healthier community for all.

- Collaborate with YMCAs across Ontario to explore mergers, shared models, while leveraging resources, programs, and expertise;
- Partner with local municipalities and all levels of government to share resources, programs, and services to advance the YMCA of Eastern Ontario's mandate; and
- Work harmoniously with grass-root organizations to extend our reach, and grow our social impact.

Striving for Excellence

Our work together requires greater acumen and intentionality to achieve our collective success, and to ensure our continued impact across our region.

- Collaborate with our fellow YMCAs across Canada to leverage expertise and service-delivery models to optimize our operations, individual and team performance, and community response;
- Maximize our resources balanced with our capacity and response to community needs;
- Build the capacity of our people and support a culture of individual and team excellence;
- Encourage our partners, stakeholders, and those in our communities to actively support our journey of unification and renewal.



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