



# Sparking Connections

**YMCA of Southwest Nova Scotia**  
Strategic Plan 2023-2025

Shine On



# Our Mission

A charity dedicated to igniting the growth and development of everyone in our communities in spirit, mind, and body.

# Our Vision

Thriving and healthy communities where everyone is generously welcomed and can shine.

# Our Values

Caring, Honesty, Inclusiveness, Respect and Responsibility.

*Together we  
shine the  
brightest!!*



# Our Strategic Priorities

**Children and youth**  
shine with access to safe  
and welcoming spaces

By leveraging our strengths and collaborating with partners, we will establish and expand services for families across the region. Children and youth thrive with access to quality and inclusive programming.

We are committed to meeting needs in our region's rural areas so that all children and youth are connected and feel a sense of belonging.

People live brighter  
lives with better  
**physical and  
mental health**

By leading or working with like-minded organizations we will broaden the reach of our community-based healthcare solutions. With the right opportunities people of all ages adopt behaviours to achieve lifelong health.

We are committed to removing barriers and supporting individuals wherever they are in their health journey.

We are a **thriving  
organization**,  
equipped to ignite the  
best in our communities

By shining a light on the impact of the YMCA we will attract staff, volunteers, and partners who adhere to our values and are inspired by our vision. Strong partnerships and financial models will position us to respond flexibly to community needs and opportunities.

We commit to continual adaptation and innovation to have greater impact and relevancy in the communities we serve.



# Connect with us!

## Volunteer Board of Directors

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Elspeth McLean-Wile, Past-Chair  
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