

# Strategic Plan 2017 - 2019

YMCA of Southwest Nova Scotia

Strengthening the Foundations of Community





# Our Story

For the last six years the YMCA has been on a path to reach more deeply into the community and find opportunities to serve more people. The path led us to work with the citizens and municipal council of Annapolis County to establish the Fundy Y. Now integrated, the YMCA of Southwest Nova Scotia has two fully operational branches; the Lunenburg County YMCA and the Fundy YMCA, with board representation from all regions. We also reached out to the Yarmouth YMCA to provide management services and now have a well-developed agreement between the two organizations that will assist us in finding common ways to improve the overall performance and operations of each organization.

The YMCA of Southwest Nova Scotia has grown into a significant force with almost 1100 members in the Lunenburg County branch and 900 in the Fundy branch. We operate with a budget in excess of \$1.75 million. We offer extensive youth programming and operate a youth centre in Bridgewater, a childcare facility and after school programming in two locations in Lunenburg County. The Fundy branch has a pool and offers an extensive swimming program along with its health and wellness programming; at both branches the YMCA seeks key partners who can help deliver programs.

A partnership with South Shore Health has resulted in many new people visiting the YMCA as part of the cardiac rehabilitation program. This is a unique and valuable program which helps people resume active lives following health related illness. Another program which helps address serious chronic health issues in our community is our Fit for Function program.

The YMCA of Southwest Nova Scotia is about to turn a page and enter another chapter in our history. Initial discussions have started with the Lunenburg County Lifestyle Centre to explore the long term goal of merging our operations under one roof.

This was one of our strategic initiatives over the last three years and reflected in this document is our desire to begin significant planning on this goal. This will take time, patience, trust and a willingness to seriously consider what is in the best interest of our community, including our YMCA members. It is exciting to have reached this milestone of having a taskforce in place to start working on what it will take to make this goal a reality. Each of our organizations will be able to do more in this community if we work together and that is the commitment we have made.

Philanthropy underlies much of what we do in fulfilling our mission of dedication to the growth of people in "spirit, mind and body". No person is turned away due to financial circumstances, our youth programs are offered without charge and our childcare fees are competitive with other organizations within the area. All this takes money and we must continue to seek ways to secure additional revenue to support this work.

We look forward to the next three years as we implement this plan and use it in our decision-making, ensuring that we continue to find ways to make the YMCA of Southwest Nova Scotia a vital part of community life.

**Elsbeth McLean-Wile**

Chairman, Board of Directors,  
YMCA of Southwest Nova Scotia

# Mission

The YMCA of Southwest Nova Scotia is a registered charity dedicated to promoting growth of our people in Spirit, Mind and Body. As a charitable organization, the YMCA invests all its resources in the provision of programs and services focused on wellness, health and fitness, childcare and personal development needs of all.

# Vision

The YMCA of Southwest Nova Scotia will be a recognized leader in the areas of health promotion, personal growth, youth and family programs and services for all ages, working with partners to create a stronger community.

# Values

In the delivery of all its programs, services and activities, the YMCA of Southwest Nova Scotia is guided by the following core values:

Caring

Honesty

Respect

Responsibility

Inclusiveness





# Strategic Directions

1

Strategies

2

Strategies





# Facility Development

Our facilities help us to fulfill the important roles we play in contributing to the overall vitality of our communities. The safe and welcoming spaces we provide - from health facilities to learning environments and newcomer services - must grow to serve our community.

- Continue to foster a strong relationship with the Lunenburg County Lifestyle Centre to establish a plan for a new facility
- Utilize the resources and expertise within YMCA Canada related to facility development
- Develop capital plans for all facilities

# Program Development

Our YMCA's membership, programs and services will expand to serve more people and respond to the needs of our community. We believe we have an important role to play in the overall health and vitality of our communities and pressing social issues such as youth engagement, immigration and chronic disease.

- Expand the programs and services offered by the YMCA based on community needs
- Explore partnerships to develop new and innovative youth programming, such as life skill development for youth
- Explore the potential for sustainable satellite programming
- Evaluate the skills set/capacity of current staff and volunteers; develop a training and recruitment plan for successful implementation of new initiatives
- Continue to apply YMCA standards, training and quality assurance systems to all programs to ensure high quality delivery
- Enhance our position with newcomers and immigrants by leveraging YREACH partnership

# 3

## Partnership Development

The YMCA of Southwest Nova Scotia has many formal and informal partnerships with various organizations and agencies within our community and beyond. In order to position ourselves to grow and diversify, we will need to continually strengthen our current partnership agreements and develop new alliances.

### Strategies

- Develop ongoing plans to strengthen partnerships with all municipal units
- Continue to identify and develop key partners to support Fundy YMCA
- Sustain and build stronger relationship with Lunenburg County Lifestyle Centre to partner on programming and establishing a long term plan to serve the community
- Maintain work started with other YMCAs to build greater capacity and create long-term efficiencies
- Continue to work with Municipal Recreation Departments on collaborative initiatives

# 4

## Philanthropy

Our YMCA will be an organization that is recognized for its philanthropic activities. Our community will have greater understanding of our charitable work and its impact on providing access to programs to improve the health and well-being of individuals and families. We are committed to fulfilling our mission of dedication to the growth of the people in our community in "Spirit, Mind and Body" and ensuring that no person due to financial circumstances will be turned away.

### Strategies

- The YMCA will implement a more robust annual fundraising campaign to enhance the Strong Kids Initiative
- Continue signature fundraising events for both Fundy YMCA and Lunenburg County YMCA
- Continue to position the YMCA as a trusted charity
- Explore the potential of developing a YMCA foundation
- Share the YMCA Story to the wider community
- Continue to identify and engage funding partners to ensure sustainability and accessibility of programs





Building healthy  
communities



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## LOCATIONS

### Lunenburg County YMCA

75 High Street  
Bridgewater NS B4V 1V8  
T: (902) 543-9622  
ymcalunenburgcounty.org

Centre Manager  
Johnathan\_Gregorash@ymca.ca

Director of Children's Services  
Candy\_Lohnes@ymca.ca

### YMCA King Street Youth Centre

416 King Street  
Bridgewater NS B4V 1A9  
T: (902) 530-3392

Youth Coordinator  
Kim\_Whitman-Mansfield@ymca.ca

### YMCA School Age Program Y-SAP Lunenburg County YMCA

75 High Street  
Bridgewater NS B4V 1V8  
T: (902) 543-6399

### Y-SAP Hebbville Academy

16147 Highway #3  
Hebbville, NS B4V 6Y1  
T: (902) 543-6399

### YREACH

75 High Street  
Bridgewater NS B4V 1V8  
T: (902) 543-9622

Outreach Settlement Staff  
Tina\_Mirchandani@ymca.ca

### Fundy YMCA

1043 Hwy 1  
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T: (902) 638-9622  
fundyymca.com

Centre Manager  
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