



# 2025-2028 STRATEGIC PLAN

## Stronger Foundation, Brighter Future: Accelerating Growth, Unity and Impact

**GOAL: Position the YMCA of Greater Charlotte as a place of connection, health and well-being, and transformation.**

### **We are built for this**

The YMCA of Greater Charlotte is a nonprofit social enterprise guided by our Christian mission and principles. We are uniquely positioned to address the societal needs of Greater Charlotte building on a strong, consistent track record in our community of growing a healthy mind, body and spirit for all.

#### **Our Purpose**

To love, serve, and transform lives.

#### **Our Vision**

Create thriving, empowered and connected communities dedicated to the well-being of all.

#### **Our Mission**

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.



#### **Strategic Advantages**

- Purpose-driven Christian Mission
- Whole Person Approach
- Ability to Convene and Build Community
- Brand and Geographic Reach
- Our People and Commitment to Bridge-Building

## Greater Charlotte Needs

As Charlotte continues to grow, the need to create and build a thriving community for all becomes increasingly important.

**40%**

Of adults who say they feel lonely sometimes or more often

**117**

People move to the Charlotte Region every day, many are looking for opportunities to connect

**Lower 50%**

Charlotte is in the lower half of largest US cities in upward mobility

**\$3.5B**

Annual economic impact Of childcare crisis in NC

**70%**

Leading causes of death in Mecklenburg are preventable with a good diet, exercise and community support.

## Our Plan

The four focus areas of our plan will inspire connections, health and well-being and transformation for our members, our YMCA team, and the community we serve.



### Enhance Community Well Being

*Creating unique, supportive experiences across generations for spiritual, mental, and physical health.*

#### Mission Impact

- Foster social connectedness & joy
- Improve mental health & resilience
- Promote holistic health and preventative care
- Advance outcome and remove barriers to health
- Influence system change through advocacy and policy



### Equip the Next Generation of Changemakers

*Developing healthy, confident, and resilient future leaders.*

#### Mission Impact

- Improve overall youth health and well-being
- Increase education readiness and achievement
- Prepare youth for higher education and/or workforce
- Reduce youth isolation and violence
- Promote social capital and economic mobility



### Foster Innovation and Unity for Greater Impact

*Investing in people and culture for sustainable growth.*

#### Mission Impact

- Become an employer of choice
- Improve team members well-being
- Attract and retain top talent
- Advance leadership training
- Increase volunteer engagement



### Strengthen Our Resources

*Driving growth and sustainability through strategic investments.*

#### Mission Impact

- Contribute to Greater Charlotte's health and vibrancy
- Improve economic mobility
- Ensure long-term sustainability to continue and grow the Y's mission impact