



YMCA OF REGINA STRATEGIC PLAN 2025-2028

Igniting Potential in Our Communities



Shine On



Accredited
IMAGINE CANADA



YMCA of Regina proudly serves Regina, Moose Jaw and surrounding communities.

We acknowledge that we are gathered on Treaty 4 Territory, and that Saskatchewan is located on Treaty Territories and ancestral lands of the Cree, Saulteaux, Dakota, Lakota, and home of the Métis people.

We acknowledge northern Saskatchewan includes lands that were and are the ancestral lands of the Dene.

We remain committed to working in partnerships with the Indigenous peoples in the spirit of truth and reconciliation, and collaboration, in accordance with their constitutional rights and human rights.

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Igniting Potential in Our Communities

The YMCA of Regina has been serving the communities of Regina and Moose Jaw since 1907. In good times and bad, the YMCA consistently steps up to meet the emerging and evolving needs of communities, helping them to ignite potential and thrive.

At the YMCA of Regina, we believe that the next four years are a time to shine. The need for community has never been greater than it is today. So with that in mind, we need to be bold, innovative and intentional with our actions.

Igniting potential and being the best and the brightest we can be as individuals and communities will take work. The good news is increased social connection and community involvement makes a direct and positive impact - which is exactly how the YMCA makes a difference. The YMCA of Regina is a charity that ignites people's potential. We help people grow, lead, and give back to their communities. We support people on their lifelong wellness journey, to connect, belong and find community.

Our strategic plan is a reflection of our deep commitment to the communities we serve. We will innovate how we provide our services and programs, how we operate our spaces, provide the brightest work and volunteer experience, and we will cultivate opportunities for connection, leadership and community building.

Our plan is a call to action to build and deepen relationships, investing in our community for generations to come.

Igniting Potential 2025-2028 is the blueprint to create a bright future for the communities of Regina and Moose Jaw, where everyone can shine.





Vision

A community connected and empowered to lead healthy and fulfilling lives.

Mission

We are a charity that inspires potential in everyone, helping people thrive, lead, and give back to their community.

Values

Respect - *We treat everyone with dignity.*

Kindness - *We are caring and compassionate, creating safe places for all.*

Inclusiveness - *We create centres of community where everyone feels they belong.*

Well-Being - *We nurture people's physical, social, and mental health.*

Integrity - *We are trustful, trustworthy, and take responsibility for our choices, actions, and commitments.*

Core Pillars of Service

The YMCA is a trusted community partner; committed to offering accessible programs and services in **Moose Jaw** and **Regina**.

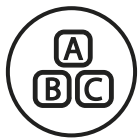
Continuously seeking opportunities of growth with surrounding communities.



Health, Fitness & Aquatics



Community Programs



Childcare

Shine On 



Strategic Directions



1

Create places
to thrive.

2

Create spaces
to belong.

3

Be a Sustainable
YMCA.

1 Create places to thrive

Meet you where you are - extend our reach, growth, bridging the gap to allow individuals to thrive by meeting the needs of all ages and stages, wherever you are.

A. *Connections to the YMCA are strengthened through physical, virtual, and social spaces.*

B. *Opportunities for growth are expanded beyond our centres and borders.*

C. *Seeking out and identifying the needs of our community.*





2 Create spaces to belong

As a centre of community, **the Y is a place where you belong.** Intentionally strengthening, and developing healthy relationships and community connections by creating inclusive and welcoming spaces.

- A.** Community engagement maintains a connection and sense of belonging.
- B.** Understanding and embracing diverse backgrounds and cultures.
- C.** Safe spaces that are accessible to everyone in our community.



3 Be a Sustainable YMCA

YMCA of Regina is a **member of the community**, committed to fostering thriving, resilient and engaged individuals. Our Y is growing as a leader in maximizing opportunities for our community, now and in the future.

A. Creating an environment where members, volunteers and staff feel positive, proud, recognized and engaged.

B. A charitable culture with strong, valued relationships.

C. Financial environment that balances sustainability and pursuing opportunities for growth.





You have the power... to ignite a better future!

The YMCA as a charity relies on the support of members, volunteers, donors, funders and community members who share our vision.

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