



YMCA-YWCA
of the Central Okanagan

VISION 2015
Building Community

Guiding Principles

- Health
- Belonging
- Access
- Service
- Volunteerism
- Leadership
- Partnerships
- Excellence
- Diversity
- Philanthropy

Core Programs & Services

Preschool & School-Aged Childcare



Core Programs & Services

Health, Fitness,
Recreation &
Remedial Programs



Core Programs & Services

Youth Development



New Strategic Plan 2011-2015

**A focus on strengthening the foundations
of our community**

- Children and youth
- Healthy Living
- Engagement
- Access

Strategic Direction 1

Serve and Impact More People

Innovation, adaptation and extension of Y programs and services result in more people being served. The Y is having a positive impact on the health of people and communities it serves.

Strategic Direction 2

Become better known

More people recognize the YMCA-YWCA as a leading provider of values-based, health and lifestyle programs for children, youth, adults and families that adds value to the community.

Strategic Direction 3

Engage Communities

Members, volunteers, staff, partners and community demonstrate an increased sense of belonging and engagement.

Strategic Direction 4

Be Excellent

The Y is a leading edge, 'best run' organization.

Strategic Direction 5

Manage Resources Well

The Y is financially healthy and has sustainable programs, services and facilities.

Strategic Direction 6

Build Capacity

More people commit their expertise and resources to help build a stronger and healthier community.