

# **YMCA of Greater Moncton Strategic Plan 2009 - 2014**



YMCA

We build strong kids,  
strong families, strong communities.

# YMCA Mission and Vision



## **Mission**

The YMCA of Greater Moncton fosters the growth of people and communities in Spirit, Mind and Body.

Le YMCA du Grand Moncton encourage l'épanouissement des personnes et des collectivités sur les plans spirituel, intellectuel et physique.

## **Plans de vision – Vision Statement**

The YMCA of Greater Moncton will be a leading charitable organization committed to developing healthy individuals, families and communities.

Le YMCA du Grand Moncton sera un organisme de bienfaisance de premier rang voué au développement de personnes, de familles et de collectivités saines.

# Strategic Directions



## **Asset Management.**

To increase our resources without jeopardizing our service.

## **Partnerships and Program Development**

To develop and initiate partnerships and programs in the tri-city area as well as in other communities and towns

## **Philanthropy**

To enhance Strong Kids, Strong Families and Strong Communities and to develop and enhance philanthropic activities

## **YMCA Brand**

To grow the YMCA image in the community

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