



YMCA CHRISTCHURCH

CHARITABLE TRUST (INC)

Vision: *We build strong people, strong families, strong communities*
Core Purpose: *Investing in the Next Generation*
Core Values: *Honesty, Respect, Responsibility and Caring*

Our Strategy

Tā Tātou Rautaki

We will proactively seek out opportunities

- > that enhance our ability to enjoy sustained financial success, and/or
- > that enable people today so as to strengthen future generations.

We believe that the purpose of the YMCA – investing in the next generation – is about what we do now so as to build social capital for the future.

Our Intent

Ā Tātou Mātāporo

Honouring our legacy and the YMCA movement – delivering on our purpose of investing in the next generation through application of YMCA values to daily life, recognising the sanctity of each individual and the encouragement of their development in body, mind and spirit, and encouraging a community spirit in which people care for and support each other and work together in searching for justice, freedom and peace.

Invest in our people – our own and the community – with a particular emphasis on enabling young people to enrich their own lives and the lives of those around them

Be courageous, creative and socially entrepreneurial by seeking out new ways to enhance our impact, our relevance, and our long-term financial success.

Prudently consider our investment decisions in both social and physical capital to enjoy both social and financial value creation.

Develop new and strengthen existing relationships with our partners – particularly those who can enable the YMCA to achieve more or those which enable other NGO's to achieve more for children, young people and families.

Focus on our leadership – including governance, management, local community and the wider YMCA movement.

Our Way of Doing Things

Ā Tātou Kaupapa

Head, Hand and Heart – our people will make good stuff happen by combining all three: the head (systems, safety, financial, practical considerations, whether or not it fits with core purpose); the hand (the work that is required) and heart (compassion, empathy and reflection on YMCA values).

People Centred – all our YMCA participants are welcomed in an inclusive way: all ages, cultures, socio-economic backgrounds, religions, beliefs. Young people will be given opportunities to participate in decision making and leadership.

Connected – We will connect and work with tangata whenua, our local communities and our industry sectors. We will creatively adapt to the changing environment, demographics and community needs.

Our Key Goals

Kā Whāika Matua

1. **Financial Success:** All areas are meeting budget so that overall the YMCA is creating a surplus every year and growing overall equity.
2. **Site Development:** The site development is managed so that the project is delivered on time and to budget with the key objectives of the development able to be realised.
3. **Participation Growth:** Increasing participation numbers occurs year on year in areas of outdoor education, recreation, fitness, youth development, early childhood education and the arts.
4. **Relevance and Impact:** Measures are developed and monitored in order to understand the importance our Y plays in the community and to ensure that our reputation is enhanced by the role we play in the wider social sector – particularly as this relates to young people.