

# YMCA of Cumberland Strategic Plan 2022 - 2026

The YMCA of Cumberland's 2022 - 2026 strategic plan will guide the key priorities over the next four years as staff & volunteers work to recover from the impacts caused by the Covid-19 pandemic, while addressing the needs of the communities that the organization serves.

**Mission:** A charitable organization actively engaged in the development of our local and global communities in spirit, mind and body.

**Vision:** Strong communities where everyone belongs and thrives.

**Values:** Respect, Responsibility, Caring, Honesty, Inclusiveness

## Growing Our Capacity



Improve and increase our capacity with staff and volunteers.

## Reach New Audiences



Build public awareness of our brand and increase community engagement.

## Increase Opportunities to Thrive



Grow membership and programs to serve more people of all ages in more areas.

## Strengthen Stakeholder Engagement



To strengthen relationships of existing stakeholders and partners and to seek new stakeholders.