



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

CENTER OF COMMUNITY

The Y. Where Kansas City Connects.
YMCA OF GREATER KANSAS CITY

Strategic Plan
2026–2028



BUILDING A STRONGER

MORE CONNECTED KANSAS CITY



OUR MISSION

The YMCA of Greater Kansas City, founded on Christian principles, is a charitable organization with an inclusive environment committed to enriching the quality of family, spiritual, social, mental, and physical well-being. Every day, we work side by side with our neighbors to make sure everyone—regardless of age, background or income—has the opportunity to learn, grow and thrive.



NORTH STAR

The YMCA will stand as Kansas City's Center of Community - a trusted gathering place for families, youth and individuals.

The Y. Where Kansas City connects, thrives, and belongs.

OUR CULTURE

We strive to live our cause with purpose every day. We are:

- **Welcoming** - We are open to all. We are a place where you can be, belong and become.
- **Genuine** - We value who you are and encourage you to be true to yourself and others.
- **Hopeful** - We believe in you and your ability to be a catalyst for good in the world.
- **Nurturing** - We're with you in your journey to develop your full potential.
- **Determined** - Above all else, we are on a relentless quest to make our community stronger, beginning with you.



STRATEGIC IMPERATIVES

Our strategic plan outlines four priority areas that guide our work and shape how this campaign will transform lives.

TRANSFORM LIVES

We connect families, youth and communities to opportunity and belonging.

Ensure that families grow stronger, youth are prepared for their future, and communities stand resilient through YMCA programs that empower people and extend belonging beyond our walls.

Objectives:

- **Youth Who Thrive:** Ensure youth develop strong character, life skills and workforce readiness through safe, nurturing experiences that prepare them to lead and succeed.
- **Community Well-Being:** Integrate whole-person health — physical, mental and social — across programs so individuals and families can easily access the support they need to flourish.
- **Y Unbound:** Extend the Y's presence beyond traditional facilities through mobile, school-based, virtual and neighborhood models that bring YMCA connection and services to where community life happens.



CULTIVATE BELONGING

We connect communities through inclusion, collaboration and shared experiences.

Unite people and partners to strengthen connection, inclusion and trust through collaboration, shared experiences and expanded access.

Objectives:

- **Create Experiences:** Create experiences that bring people together through service, storytelling and celebration that strengthen the fabric of community.
- **Expand Access:** Reduce financial, cultural and physical barriers so individuals and families can fully belong and thrive through the Y.
- **Collective Impact:** Align partners, data and community assets around shared goals, with the Y convening and leading collaborative efforts that create measurable change.



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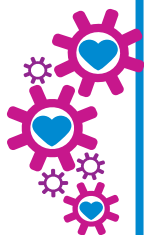
FUEL GENEROSITY

We connect passion to impact through generosity and gratitude.

Build a thriving movement of donors, volunteers and board leaders who fuel programs, expand reach and secure the YMCA's future.

Objectives:

- **Inspire Giving:** Cultivate a culture of philanthropy that invites, equips and engages donors and partners to invest generously in advancing the Y's mission and impact.
- **Volunteer Engagement:** Provide meaningful volunteer opportunities that meet community needs, reflect the Y's mission and enhance the volunteer experience.
- **Culture of Gratitude:** Embed intentional, personalized appreciation so every donor, volunteer, member and partner feels seen, valued and connected to the difference they make.



IGNITE CHANGEMAKERS

We connect our people to purpose, possibility and leadership.

Build a culture of leadership and innovation that empowers YMCA associates to become changemakers who shape the future of Kansas City.

Objectives:

- **Professional Pathways:** Build clear, inclusive career pathways — with training, mentoring and credentials — that grow associates into confident, mission-driven leaders.
- **Associate Wellness:** Create a culture where every associate's mental, physical and emotional well-being is actively supported through practical tools, resources and caring leadership.
- **Curiosity, Foresight and Innovation:** Equip leaders to ask bold questions, use foresight and data to anticipate change, and test new ideas so innovation becomes part of everyday YMCA practice.





The Y. Where Kansas City Connects.

YMCA of Greater Kansas City
6901 Shawnee Mission Parkway, Suite 300
Overland Park, KS 66202
KansasCityYMCA.org

