YWCA
LETHBRIDGE
& DISTRICT

STRATEGIC PLAN



2025-2028

transform.
amplify.
lead.

a message from the ceo

As we step into this next chapter, I'm filled with gratitude—for the trust placed in us, the resilience of those we serve, and the dedication of our team, volunteers, and partners.

The 2025-2028 Strategic Plan is our roadmap forward—anchored in purpose, grounded in equity, and shaped by community. YWCA Lethbridge & District has always been a place of safety, support, and possibility. Today, we move ahead with renewed focus and a bold vision for the future. **transform. amplify. lead.**

transform. This plan challenges us to do more than respond—it calls us to reimagine systems, centre healing, and build pathways to lasting change.

amplify. We are committed to elevating the voices and experiences of those most often unheard, ensuring they inform every step we take.

lead. We will lead with integrity, urgency, and hope—driven by our values and shaped by community. This plan is about more than where we're going—it's about how we choose to lead the way there.

This plan reflects both the complexity of the world we're in and the strength of the community we belong to. Every priority is rooted in our belief that all people deserve safety, opportunity, and belonging.

To everyone who has contributed to this journey: thank you. Your input, advocacy, and belief in what's possible has shaped where we are going next. I look forward to walking this next chapter with you—with open hearts, steady hands, and fierce hope.

jill young, ceo

objective.

The long-term objective of this Strategic Plan is to build resiliency and growth within the organization by reinforcing its foundation. This includes investing in its people, systems, and programs to ensure sustainable impact in the years to come. Reflecting on the strides made over the past few years, YWCA Lethbridge & District celebrates the dedication, adaptability, and innovation of its teams and stakeholders.

From overcoming challenges to implementing transformative initiatives, these collective efforts have laid the groundwork for future success. This progress serves as a testament to the strength of the organization and inspires a shared commitment to continued growth and resilience.

where the road leads us.

By 2028, YWCA Lethbridge & District will be a resilient and thriving leader in its sector, recognized for its commitment to delivering impactful services and fostering meaningful community partnerships. With a solid foundation built through strategic investments in its people, systems, and programs, the organization will have increased its capacity to meet the evolving needs of the community. It will be able to demonstrate measurable growth in operational efficiency, program delivery, and workforce engagement. By staying focused on its mission and strategic priorities, YWCA Lethbridge & District will be well-positioned to sustain its impact, and support the individuals and families it serves effectively and efficiently.

mission.
vision.
values.

mission.

We are a charity facilitating the empowerment of women, children, and families by providing safety, support, and informed advocacy.

vision.

YWCA Lethbridge & District reshapes gender-based power structures and paves the way for a future where women, children, and families thrive through inclusive and accessible services.

values.

These elements not only define who we are but also ensure that every program, partnership, and initiative reflects our commitment to supporting and creating opportunities for those we serve to strengthen their own agency and autonomy.

community. We foster a sense of belonging and collaboration by building strong partnerships and ensuring all voices are heard, respected, and valued. We commit to cultural safety by recognizing and addressing power dynamics, ensuring that those we serve define what safe and meaningful inclusion looks like.

health & wellbeing. We prioritize the physical, emotional, and mental health of those we serve, and our team members. Through holistic support we create environments that promote resilience, safety, and self-determined healing.

compassion. Guided by empathy and understanding, we approach every individual and situation with kindness and care. We support and facilitate the agency of those we serve, ensuring they have the tools and opportunities to lead their own paths forward.

goals.
focus.

strategic goals & focus.

To realize our vision and mission, the YWCA Lethbridge & District Strategic Plan 2025-2028 focuses on three key areas:

1

service & programs.

- strengthen and adapt programs to meet community needs
- expand outreach and awareness
- reduce barriers
- explore new services

2

advocacy.

- increase community education and engagement
- influence public policy to promote systemic change
- develop change agents to advance equality for women in society

3

organizational excellence.

- prioritize staff development and retention to maintain a motivated and skilled workforce
- ensure financial sustainability to support long-term growth and impact
- strengthen governance and leadership for strategic oversight and direction

service & programs.

1

strengthen and adapt programs to meet community needs.

We continuously assess and refine our programs to ensure they remain responsive, culturally safe, and effective in addressing the evolving needs of women, children, and families.

expand outreach and awareness.

We actively engage in community outreach, education, and advocacy to ensure that those who need our support are aware of and informed about the services available to them.

reduce barriers.

We identify and address obstacles—such as location, cost, language, and systemic barriers—to ensure that marginalized and underrepresented individuals can meaningfully engage with and benefit from our support.

explore new services aligned with mission and vision.

We work to continuously identify new programs which allows us to address emerging challenges and gaps in service, ensuring comprehensive support for our community.

advocacy. 2

increase community education and engagement.

By raising awareness about key issues, we equip individuals with the knowledge and resources to take informed action and become active participants in creating systemic change.

influence public policy to promote systemic change.

Advocacy at the policy level addresses root causes of inequality and injustice, leading to broader societal impact and sustainable progress.

develop change agents to advance equality for women in society.

Encouraging and equipping individuals to champion gender equality fosters a culture of empowerment and leadership within the community.

organizational excellence. 3

prioritize staff development and retention to maintain a motivated and skilled workforce.

Investing in our team ensures that we have the expertise and passion needed to deliver high-quality services, and innovate effectively.

ensure financial sustainability to support long-term growth and impact.

A stable financial foundation allows us to expand our services, respond to emerging needs, and remain resilient in the face of challenges.

strengthen governance and leadership for strategic oversight and direction.

Effective governance ensures that our organization remains mission-driven, accountable, and adaptable to changing circumstances.

truth.
reconciliation.
accessibility.
community.
belonging.

truth, reconciliation accessibility, community, & belonging.

Truth and reconciliation, alongside accessibility, community, and belonging (ACB), are integral to who we are as an organization and are deeply interwoven into every aspect of our strategic goals. These principles guide our efforts to ensure that our programs, advocacy, and organizational practices reflect the diverse voices and experiences of our community. We commit to fostering respectful partnerships with Indigenous communities, addressing historical and systemic injustices, and ensuring equitable access to our services. By embedding ACB in our governance, decision-making, and program delivery, we strive to create an environment where all individuals feel valued, heard, and empowered to thrive. This intentional integration ensures that our mission and vision are achieved in ways that honor the principles of justice, inclusivity, and reconciliation.

achieving the goals.

To achieve its 3-year strategic plan, YWCA Lethbridge & District has established a framework of annual business plans that break down long-term objectives into focused, actionable steps. These plans are reviewed and updated annually, allowing the organization to track its progress, remain agile in response to emerging challenges, and ensure alignment with its overarching mission and vision. By setting measurable goals and timelines within each business plan, the organization creates a clear roadmap for action, empowering its teams to move forward with confidence and purpose. This deliberate and structured approach enables steady progress toward achieving the strategic plan's objective.

thank you.

The YWCA Lethbridge & District's Strategic Plan 2025-2028 reaffirms our commitment to fostering a safer, more inclusive society. By focusing on service innovation, impactful advocacy, and organizational excellence, we aim to create lasting change in the lives of women, children, and families. As we embark on this transformative journey, we call upon our community, partners, and stakeholders to join us in shaping a brighter, more equitable future.



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