



CATALYST FOR CONNECTION

YMCA OF METRO ATLANTA 2026-2028 STRATEGIC PLAN

NORTH STAR

THE YMCA IS A CATALYST FOR COMMUNITY WELLBEING & BELONGING

PEOPLE

BUILD COMMUNITY WITHIN THE Y

- Cultivate, a vibrant, inclusive community by deepening connection and belonging among Y members and program participants.
- Empower staff to be community catalysts by elevating their voice, ownership, and capability.

PROGRAMS

BROADEN THE REACH OF THE Y

- Elevate program excellence and innovation to drive growth.
- Accelerate impact through programs that respond to evolving community needs.

PLACES

OPTIMIZE THE SPACES OF THE Y

- Ensure every Y space reflects community needs and inspires lasting engagement.
- Consider thought growth by identifying new communities where a Y presence can expand access, deepen belonging, and deliver impact.