



MESSAGE TO THE MOVEMENT

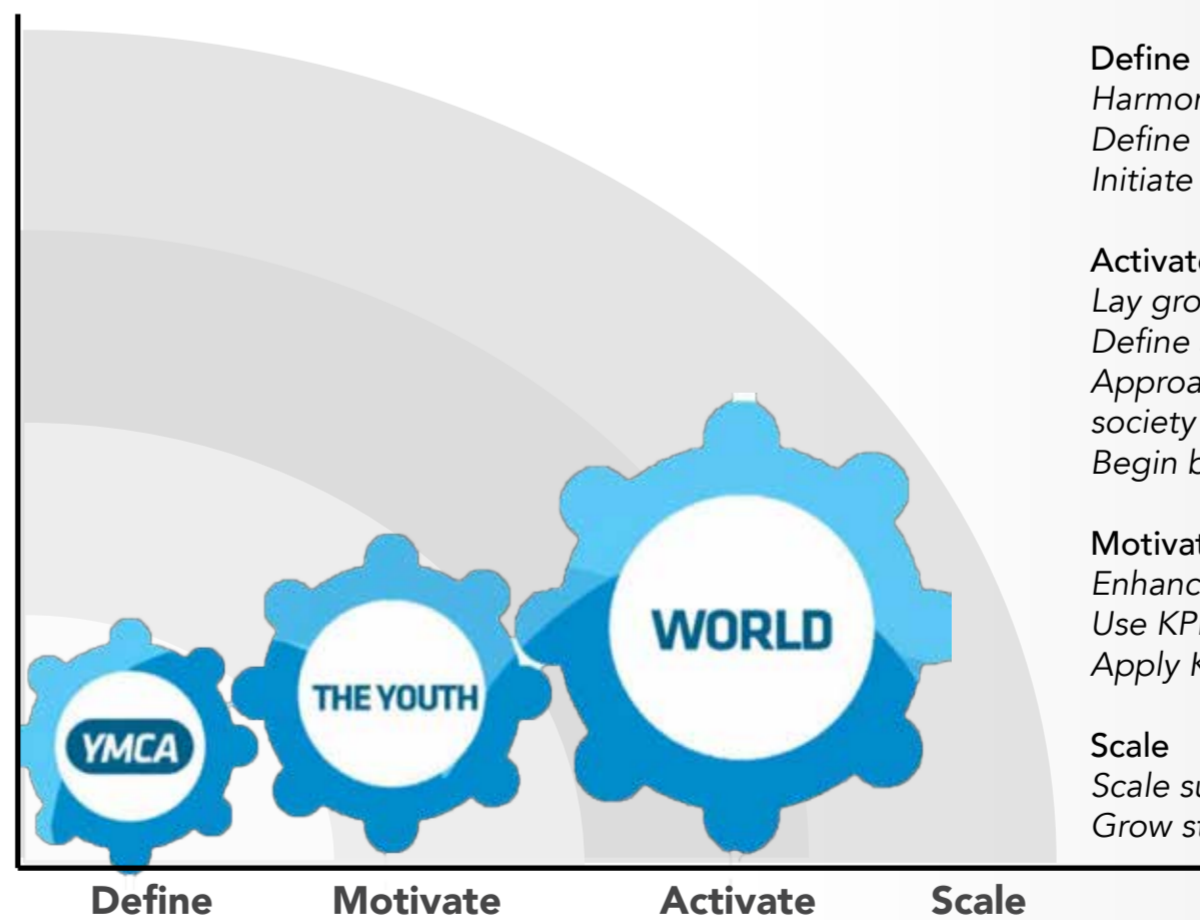
The Easter celebration this year coincides with the first 100 days of my being in office as Secretary General of World YMCA. As I reflect on the Easter message and significance, I also found it worthwhile to share with you some of the major activities and accomplishments within the 100 days.

Strength for the Journey - I came into this position with great ambition and aspiration for our movement I did not however lose sight of the proverb: "if you want to go fast, go alone, but if you want to go far, go together". Hence, my first priority was to put together a team of people to support and strengthen our work. The team of people was chosen based on competencies rather than geographical balance. We have mixed this with a decentralised staff model supplemented by outsourcing some critical work to ensure we have access to the best skills and expertise within our means. The team particularly bolsters our communications and partnership initiatives. This will be a key focus this year and beyond;



A compass for the journey - achieving clarity of the direction of the movement is critical to the journey. We have developed an operations plan based on three pillars: developing a multi-stakeholder youth empowerment platform, building movement relevance, and strengthening economic sustainability. At the NGS meeting in February we agreed on a collaborative framework that will see us travelling together with a shared destination in mind following our 'north star' of youth empowerment. As we journey in the coming days of my tenure in office, we will activate the three wheels of YMCA, the youth it empowers, and the larger impact reaching the world at-large;

Sounding Board - we have initiated robust governance system with more active sub-committees with clearly defined terms of reference, results frameworks and Key Performance Indicators consolidated within the overall operations plan. Respective committees are all active and functional. The Executive Committee meeting in March was very productive with the introduction of a governance digital platform and the launch of a special committee on resource development which includes non-executive members,



Define
Harmonize YMCA message / branding
Define "Youth Empowerment"
Initiate communities of purpose

Activate
Lay groundwork for numeric / evidence base
Define and agree on movement-wide KPIs
Approach governments, businesses, academia and civil society about communities
Begin building commercial partnerships

Motivate
Enhance movement culture of agility and entrepreneurship
Use KPIs to drive collaboration and joint success
Apply KPIs / numeric evidence to draw in funds


Scale
Scale successes in e.g. entrepreneurship across movement
Grow stakeholder group involved in communities

Exploring new horizons – We have made initial but key steps in increasing our reach and enhancing our movement's culture of agility and entrepreneurship, scale success and growing the multi-stakeholder community vital for youth empowerment. Notably, a partnership is in the making with the UN Advocacy Group that will work to serve as a more consistent YMCA presence at the United Nations. This will ensure the voices of our young people are heard globally. Specifically, this partnership will lead development of a strategy to guide how we engage the UN, becoming their partner of choice in terms of young people and the Sustainable Development Goals.



During our visit to the Economic and Social Commission of the UN (ECOSOC) Youth Forum on 8th -9th April, we began leveraging this relationship as we met with a number of key UN agencies including the UN Youth Envoy, UN Foundation, UN Global Compact, UN Office of Participants, et al. Each office was eager to partner with us to empower youth voices on key strategic priorities including climate justice, economic opportunities, civic engagement and mental health issues. In addition, we continue to leverage the ongoing initiatives such as Change Agents and the World Challenge;

 **Fuelling the journey** - in line with our pillar for strengthening movement economic sustainability, plans are advanced to set up an impact investment fund to support impact delivery on the national and local levels. Further, we have completed the first phase of a needs assessment to gauge the appetite for a dedicated fund. 52 National Movements contributed to the study.

 **Refreshing moments** - the 175th anniversary of the YMCA is at the core of our activities this year. We are heavily involved in providing planning and support to ensure optimum visibility for YMCA through this event. This is a profound opportunity for us to connect the movement in its mission and purpose, to look back, Look forward, refresh and celebrate.

As we continue our journey to empower young people to transform the world for the better, I take this opportunity to thank everyone for coming together. For some, the destination is more important, for others it's the journey itself that matters most while yet for others it is the pausing and savouring different moments in celebration that count most. Regardless of or different identities and preferences for the journey, I am grateful for the willingness you all continue to show and apply to collaborating more radically. This collaboration should anchor us even as Easter approaches: a constant reminder that during this important moment of the Christian faith, on the cross God is reconciled with humankind setting the example to reconcile with each other. Let us promote the use of our various faiths and religions as bridges to reach out to the others, especially the different ones, the rejected as we seek to deepen our collaboration.

I wish you all; from all faiths and religions, the very best this Easter holiday and look forward to the next 100 days and beyond.

Thank you for being part of this marvellous journey

Carlos Madjri Sanvee
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