

YMCA

# VISION 2030

October 2023



## Achieving More Together

Vision 2030 Progress Update and  
Invitation to Contribute

A report for

YMCA National General Secretaries  
and the World YMCA Executive  
Committee

# Table of Contents

|           |   |
|-----------|---|
| <b>02</b> | Doing more together - YMCA<br>Secretary-General Carlos Sanvee     |
|           | <b>YMCA Vision 2030 – The four Pillars</b>                        |
| <b>05</b> | Pillar 1 - Community Wellbeing                                    |
| <b>06</b> | Pillar 2 - Meaningful Work  |
| <b>07</b> | Pillar 3 - Sustainable Planet                                     |
| <b>08</b> | Pillar 4 - Just World   |
|           | <b>YMCA Vision 2030 – The four<br/>Movement Support functions</b> |
| <b>09</b> | Priority 1 - Strategic Alignment and<br>Movement Strengthening    |
| <b>10</b> | Priority 2 - Learning, Innovation and Impact                      |
| <b>12</b> | Priority 3 - Advocacy and Influence                               |
| <b>13</b> | Priority 4 - Resource Development<br>and Partnerships             |
| <b>14</b> | Resourcing Vision 2030  |
| <b>15</b> | ‘We can do even more together’                                    |

# MESSAGE FROM **THE SECRETARY-GENERAL**

## **FROM WORLD YMCA SECRETARY-GENERAL**

### **CARLOS SANVEE**

Geneva, October 2023

Dear YMCA friends, colleagues and leaders,

Thank you all for the extraordinary collaboration which has defined our journey to implement YMCA Vision 2030 thus far.

“

It's already a monumental step forward for the global YMCA Movement to have agreed on one Vision, one Mission and four priority Pillars of Impact. But Vision 2030 is of course even more than that. It seeks to transform the YMCA and to transform the lives of the people we serve. They are the people who need us: the young people whose desire is both to be and to lead the change they want to see.

Since YMCA Vision 2030 was adopted in July 2022, our global Movement's innovation, enthusiasm and dedication to realising our common goals have been remarkable. They resonate in every corner of our global family.

But we recognise the mountains that we still have to climb, and the immense potential that remains untapped. The YMCA Movement's reach could extend further, its impact could grow stronger, and its influence could become even more profound.







In this spirit of the power of collective action, we present this update on our progress in implementing Vision 2030, and we issue a renewed request for your financial and in-kind support towards building the support structures at the global and Area levels that will empower us to accelerate our collective efforts.

We are deeply grateful to the YMCA Movements which have already made a financial contribution to the Vision 2030 Fund this year. It is our shared hope that if you have not yet made a contribution you will choose to do so by the end of 2023. Whatever you give will make a difference in our ability to empower YMCAs around the world to do more for young people and their communities.

We ask not merely for funding. In essence we ask for more collaboration, for solidarity, and for a shared commitment to leaving an indelible mark on the lives of countless individuals who look to the YMCA for hope, guidance, and a brighter future. Our strength lies not only in our unity but in our determination to do more, to be more, and to give more to the communities we serve.



With deepest gratitude and  
boundless optimism,

**Carlos Sanvee**

# VISION 2030 - MAKING STRIDES

2023 has been a year of big strides taken in the practical alignment towards becoming the global YMCA, and the youth empowerment partner of choice, that we aspire to be. Here, we summarise some Movement-wide highlights of the year led by World YMCA.

In 2023, we set out to launch two of the four Pillars of the Movement-wide Vision 2030, and three of the four priorities of the work of World YMCA which were agreed by the Executive Committee in March 2023.



# YMCA Vision 2030

## Pillar 1 - Community Wellbeing

*We nurture young people in body, mind, spirit*



**JUNE**

Through the partnership between the World YMCA and International Federation of Basketball Foundation (FIBA Foundation), a young leader from YMCA Siderno joined the FIBA Foundation European Youth Leadership program. YMCA San Juan, Puerto Rico, was selected to host the FIBA Foundation American Youth Leadership program in December 2023. With FIBA Foundation and others the World YMCA successfully advocated for a UN World Basketball Day, which will be celebrated for the first time on 21 December, 2023.

**JULY**

Chinese YMCA of Hong Kong ran an Asia Pacific conference on the Vision 2030 Community Wellbeing Pillar.

**JULY**

World YMCA began partnering with the WHO's Health Brains Global Initiative to develop a proposal for a large-scale global youth-led research initiative addressing youth mental health.

**AUGUST**

Through the partnership between the World YMCA and Kofi Annan Foundation, the Africa Alliance of YMCAs was selected by the Foundation as its lead local partner on a new initiative to strengthen youth mental health professionals in East Africa.



# YMCA Vision 2030

## Pillar 2 - Meaningful Work

*We support worthwhile jobs and sustainable livelihoods*



**JUNE**

Y Care International seconded a staff member to the World YMCA for a year to drive forward the work.

**AUGUST**

Accenture Development Partnerships (ADP) - in tandem with an advisory group of international partners and YMCAs – launched an ‘adaptive strategy’ for the Meaningful Work Pillar of Vision 2030. This strategy is being leveraged to build partnerships and raise funds for the Global Youth Future of Work Impact Fund by the World YMCA.

**OCTOBER**

Under the leadership and ‘championing’ of Y Australia and with World YMCA’s help, Deloitte Australia launched a global survey - several months in the making - which aimed at securing the opinions of 50,000 young people around the world on the rapidly evolving employment and entrepreneurship landscape for young people. This effort will identify how, where, and when the YMCA can make the most impact on youth employment.

**YEAR-LONG**

ADP scaled its partnership with YMCA Europe with an additional grant of over USD 700,000 (total contribution USD 1.1 million) to enable YMCAs in Europe working with Ukrainian refugees to expand their important work.

**YEAR-LONG**

World YMCA built a coalition of corporations, funder collectives, international non-profits, thought leaders, and international organisations to create a Global Future of Work Impact Fund which will announce its first activity in early 2024.

# YMCA Vision 2030

## Pillar 3 - Sustainable Planet

*We channel young people's commitment to climate justice and sustainability*



### YEAR-LONG

YMCA is working with UNICEF's Generation Unlimited on the Green Rising initiative and with WWF International and the UN Foundation's Unlock Coalition to provide young climate activists from the YMCA new opportunities to raise their voices at COP 28 in Dubai, UAE.

### SEPTEMBER

World YMCA worked with seven YMCAs in the USA who – inspired by World Council Co-Labs – have established a group to improve their shared green credentials.

### OCTOBER

World YMCA has worked with the Kofi Annan Foundation and the Ban Ki Moon Foundation which have given their endorsement to the Asia Pacific Alliance of YMCA's Peace and Ecology Centre in South Korea to help increase visibility of the Centre and create new opportunities for partnerships and possible funding opportunities.

### NOVEMBER

An online meeting to chart next Movement-wide steps on the Sustainable Planet Pillar is scheduled.

### DECEMBER

A team of 12 young YMCA people has been selected to represent the Movement at COP 28 in Dubai.



# YMCA Vision 2030

## Pillar 4 - Just World

*We amplify youth voices and actions for justice in communities*



**JUNE**

Y's Men funded research carried out by the Geneva Graduate Institute and YMCA Scotland about the world of digital equity programmes in the YMCA, which are already underway in over 40 countries. The World YMCA will leverage the findings to initiate the development of a YMCA Theory of Change on digital equity and inclusion.

**YEAR-LONG**

Aligned with the  
Meaningful Work  
pillar

Tech giant HP provided financial and in-kind support totalling nearly USD 8 million to support YMCAs worldwide to accelerate digital equity in their communities. Jointly HP and YMCA have pledged to connect 175,000 people to the digital world, a pledge made public by the UN International Telecommunications Union (ITU).

The HP and YMCA partnership has grown to include nearly 20 YMCAs delivering diverse locally defined programmes that address digital literacy and skills, hardware and connectivity. Two major launches of YMCA/HP tech hubs took place during the year, in Houston, USA and Delhi, India.

**YEAR-LONG**

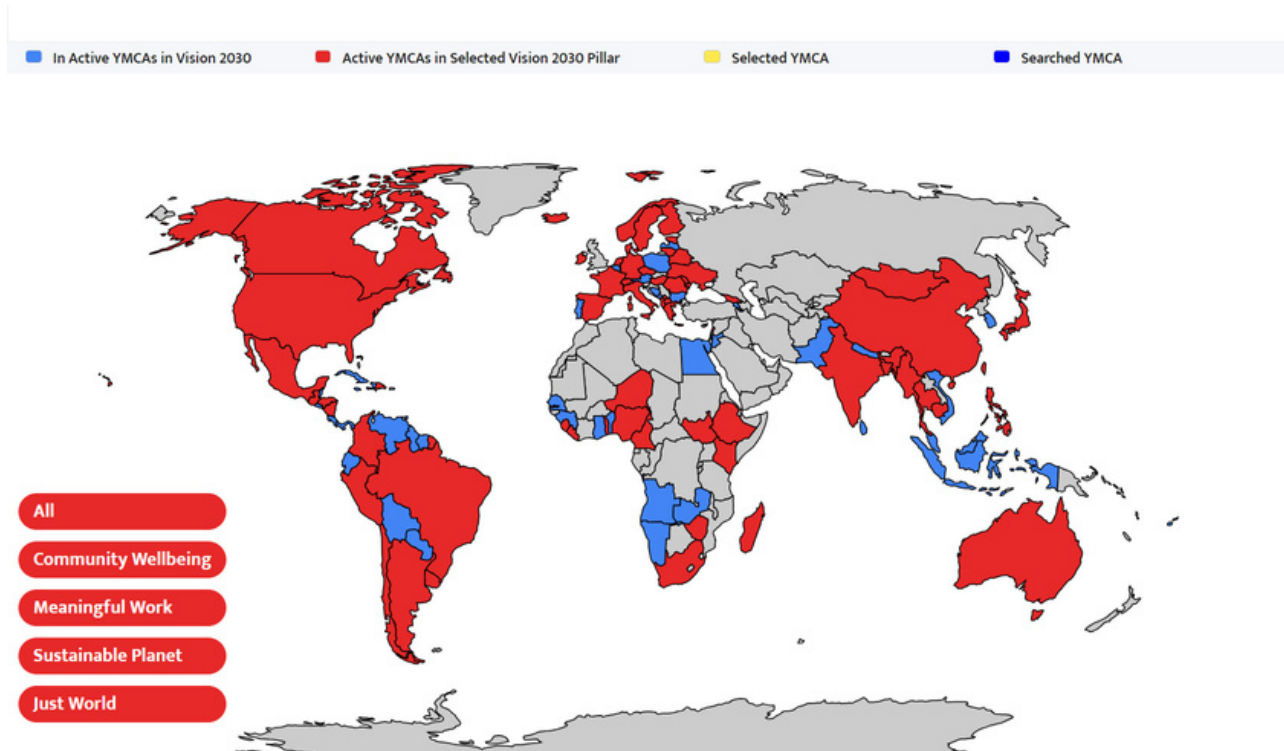
World YMCA is relaunching its partnership with the International Organization for Migration (IOM). It has joined IOM's International Dialogue on Migration, and also joined the Geneva UN Peace Talks.

**YEAR-LONG**

YMCA spoke out on issues including gender equity, racial violence, and currently violence in Israel/Palestine.

# The four Movement Support functions

## World YMCA priorities under 2023-2024 Operational Plan Priority 1 - Strategic Alignment and Movement Strengthening



**January:** A survey revealed that 75 YMCA National Movements had either adopted Vision 2030 or were planning to do so. The results also show which National Movements are active in which Vision 2030 Pillars.

**February:** Support for Vision 2030, and the creation of four priority areas for Movement Support, was the focus of a 3-day, 20-person, meeting in Geneva.

**March:** The implementation and funding requirements of Vision 2030 was the focal debate as 60 National General Secretaries were hosted by World YMCA in Estes Park, Colorado in March in a meeting kindly sponsored and organised by Y USA. Coaching circles were launched to pilot the NGS in overseeing Vision 2030.

**October:** a second Vision 2030 survey is launched, to update the first.

**Year-long: World YMCA was invited in-person or online to present Vision 2030 and attend discussions on its implementation with the YMCA Asia Pacific Alliance (General Assembly, September), Y USA (General Assembly, July and World Urban Network, May), YMCA Europe (50th anniversary, June), and YMCAs East Jerusalem, France, Philippines, Norway, Germany and India.**

**October: the Strategic Alignment and Movement Support Function team held its first meeting. It will report on the status of Movement Strengthening work across the global YMCA Movement both for the 10 or so National Movements providing it, and those receiving it, and propose an updated strategy and plan.**



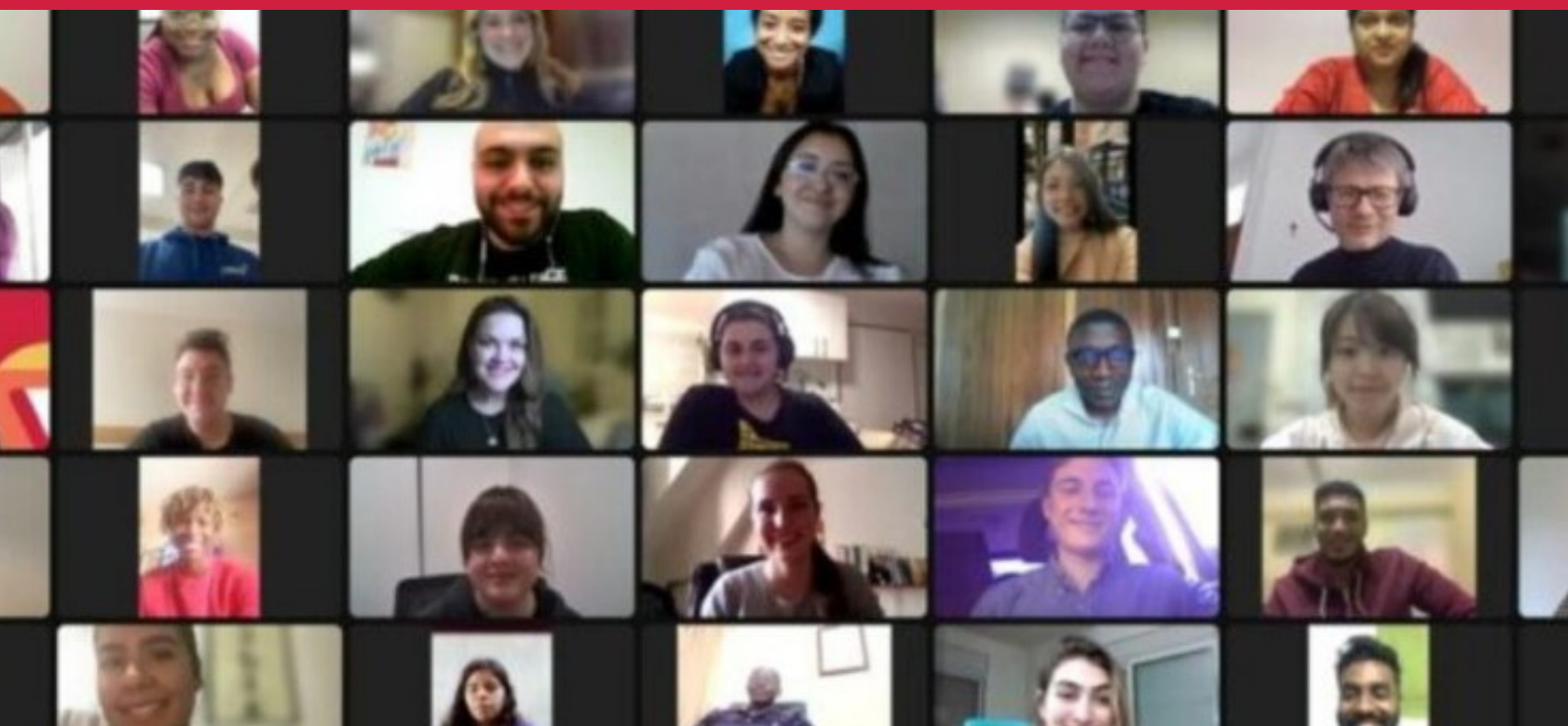


## World YMCA priorities under 2023-2024 Operational Plan

### Priority 2 - Learning, Innovation and Impact



June onwards: the Learning, Innovation and Impact Movement Support Function made itself ready to launch early in 2024, led by a Y Care staff member seconded to World YMCA. It will build four Movement-wide Pillar Teams to support global, regional and national work under each of the Pillars, draft a Targets and Indicators Framework for the 12 Strategic Goals of Vision 2030, prepare a 'Learning and Innovation Hub', and design a YMCA Horizons 2044 Think-Tank.



# World YMCA priorities under 2023-2024 Operational Plan

## Priority 3 – Advocacy and Influence

February, October: Geneva meetings on Movement Support for implementing Vision 2030 and Communications Support for implementing Vision 2030 both produced outline advocacy strategies and plans. The team will start work in 2024.

April: the fifth cohort of the YMCA Change Agents leadership training programme was launched, with 115 participants from 56 countries. Training modules unfolded over six months.

September: During UN General Assembly week, World YMCA teamed up with YMCA Vanderbilt and the UN Foundation's Unlock Coalition to host an event for young leaders to learn, share and identify ways for young people to turbo charge the SDGs.

Year-long: YMCA youth spokespeople sat in the World Health Organization Youth Council; and as Commissioners on the Board of The Business Commission to Tackle Inequality, an initiative of the World Business Council for Sustainable Development.



Year-long: 2023 saw the production of three live episodes of The Ignite Show designed to inform and inspire the Movement on Vision 2030, as well as a new Vision 2030-focussed World YMCA website, and monthly newsletters reconfigured around Vision 2030. A photo challenge issued for YMCA's 179th Founders Day on 6 June drew a large response of Vision 2030-related photos from around the world.

September: A 25-person Vision 2030 communications strategy and planning meeting was held in Geneva: the results will be shared by early 2024.



# World YMCA priorities under 2023-2024 Operational Plan

## Priority 4 - Resource Development and Partnerships

**February:** a meeting in Geneva assembled 15 YMCA resource development and partnerships specialists, which has now become the Global Resource Development & Partnerships Group. It has developed principles and policies on resource development, for use across the Movement.

**Year-long:** 20 new or existing partnerships that are generating diverse new wresources for YMCAs globally moved forward (as shown under the four Vision 2030 Pillar sections).

**February:** the first phase of the Global Youth Mobilization (GYM) ended, having reached 650,000 young people and 3.5 million in their communities. GYM showed that young people were well attuned to finding solutions to the challenges the global pandemic posed.



**October:** the European Commission announced €10 million in funding over 2½ years for a second phase of the GYM, aimed at facilitating young people to address sustainable development challenges in their own communities. The World YMCA Secretary General assumed the role of GYM Chair for the next 12 months.

**Year-long:** The World YMCA is working with YMCA partners and investors to design a YMCA Global Impact Fund that will initially focus on Meaningful Work, property develop and YMCA social enterprises to support the implementation of YMCA Vision 2030: it will announce its first activities in first quater of 2024.





## RESOURCING VISION 2030

World YMCA raised some CHF 470,000 in cash in 2023. It supported YMCA Europe in raising EUR 1.1 million in cash grants, and raised USD 8 million of in-kind support from HP and Accenture for Meaningful Work and Just World programmes, benefiting YMCAs around the world. Our partnerships are also creating new opportunities for visibility, funding and experiences for YMCAs and for young people.

**To leverage the new opportunities that are on our doorstep we need to continue building our capacity at the global and Areas levels to build valuable relationships, generate visibility, position our Movement in strategic fora, share our story and use data to speak about the impact we are generating for young people and communities worldwide.**

Inspired by discussions with YMCA National Secretary Generals in March 2023, the World YMCA launched a dedicated Vision 2030 Fund in June 2023, which to date has raised CHF 200,000 through the contributions of individual National Movements or Councils, Executive Committee members and World YMCA staff.

We have seen in 2023 that YMCA is an attractive partner for organisations and prospective funders, who share our passion for empowering young people.

**Funds raised in 2023**  
**CHF 470,000**



**Support given**  
**EUR 1.1 MILLION**



**In-kind support**  
**USD 8 MILLION**



**Vision 2030 fund pledges**  
**CHF 200,000**



**Y USA support hosting NGS & Executive Committee meetings**  
**USD 100,000 +**





# WE CAN DO EVEN MORE TOGETHER

World YMCA's underlying purpose of 2023 was laying longer-term foundations to set Vision 2030 in motion across four the Movement-wide Pillars and the four World YMCA Movement Support priorities under the 2023-2024 Operational Plan.

All four Pillars and four Movement Support functions have advanced significantly – most notably the Meaningful Work Pillar, and the Strategic Alignment and Movement Strengthening and Resource Development and Partnerships Movement Support Functions.

The World YMCA has begun acquiring funding and other resources for Pillar initiatives. **Our ability to grow and access more resources for Vision 2030 hinges on our own internal capacity to cultivate and convert new relationships into opportunities for the YMCA and work with YMCAs to grow and showcase the positive impact we are creating with young people and for communities.**



Money cannot be best used without faith, passion, unity. But money must be a priority issue in 2024 to reinforce our teams so that we generate more resources and value for the YMCA Movement.

2024 will be the mid-way point between the two World Councils of Aarhus in 2022 and Toronto in 2026. It will see two more Vision 2030 Pillar teams up and running, on top of the two which are already operational. Likewise, it will see two more Movement Support functions teams up and running, on top of the two which are already operational.







It will see two notable highlights: the YMCA's 180th anniversary on 6 June 2024, and a Vision 2030 Leadership Accelerator Summit in Mombasa, Kenya, on 21-26 October 2024.

All this, to deliver on two things: A Vision of a world where every person lives in harmony with self, with society and with creation; and a Mission to empower young people and communities worldwide to build a just, sustainable, equitable and inclusive world.

**We invite you to get behind us however you can still in 2023 ... so that we can do more to achieve our collective goals for the YMCA Movement in 2024.**





# VISION 2030 AT A GLANCE

YMCA Vision 2030 is the global YMCA Movement's first ever shared strategy and plan. It's designed to inspire young people to be and to lead the change they want to see. Its purpose is to help the worldwide YMCA reach its goal of being the world's partner of choice as a youth empowerment organisation.

Adopted at the 20th YMCA World Council in July 2022 after almost three years of consultation, Vision 2030 comprises a collective vision statement, a mission statement, and the four key 'Pillars of Impact' under which our YMCA work falls: Community Wellbeing, Meaningful Work, Sustainable Planet, Just World.

Each Pillar has three Strategic Goals: an internal YMCA goal, a goal for the communities the YMCAs serve, and a global advocacy goal. Vision 2030 is closely aligned to the UN Sustainable Development Goals, which must also be achieved by 2030.

Vision 2030 seeks to unite and inspire the global YMCA Movement, maximising and multiplying its collective impact. Within our YMCA Movement, it makes us stronger. Outside our Movement, it helps us reach out to the partners, funders, organisations and individuals – including hundreds of millions of young people we don't yet know – who are crucial to our work.

Our YMCA vision is a world where every person lives in harmony with self, with society and with creation.

Our YMCA mission is to empower young people and communities worldwide to build a just, sustainable, equitable and inclusive world, where every person can thrive in body, mind and spirit.

For more information, see the YMCA Vision 2030 pages on the World YMCA website.





Chemin de Mouille-Galand 1  
1214 Vernier  
Geneva - Switzerland



+41 22 849 5100



[office@ymca.int](mailto:office@ymca.int)



VISION  
2030

WORLD  
**YMCA**