

A MOD ERN YMCA

YMCA OF GREATER TULSA
2026 - 2028 STRATEGY



A MODERN Y...



Knows fundamentally strong communities are equitable.

Recognizes communities thrive only when it invests in kids, health and neighbors.
Is enriched by its 116-year heritage and strengthened by its worldwide identity.
Values the enormity of the work before it.

Is a beacon for lasting personal and social change.

Acknowledges that every great social movement—including its own—
began through grassroots.

Is grounded in the belief that if it can deepen and broaden its impact with young people,
they will create the change they seek, today and in the future.

Understands the value of connectedness at all ages.

Celebrates a more culturally and ethnically diverse population.

Is driven by what it can prove to be true and not what it thinks to be true.

Embraces shared opportunities.

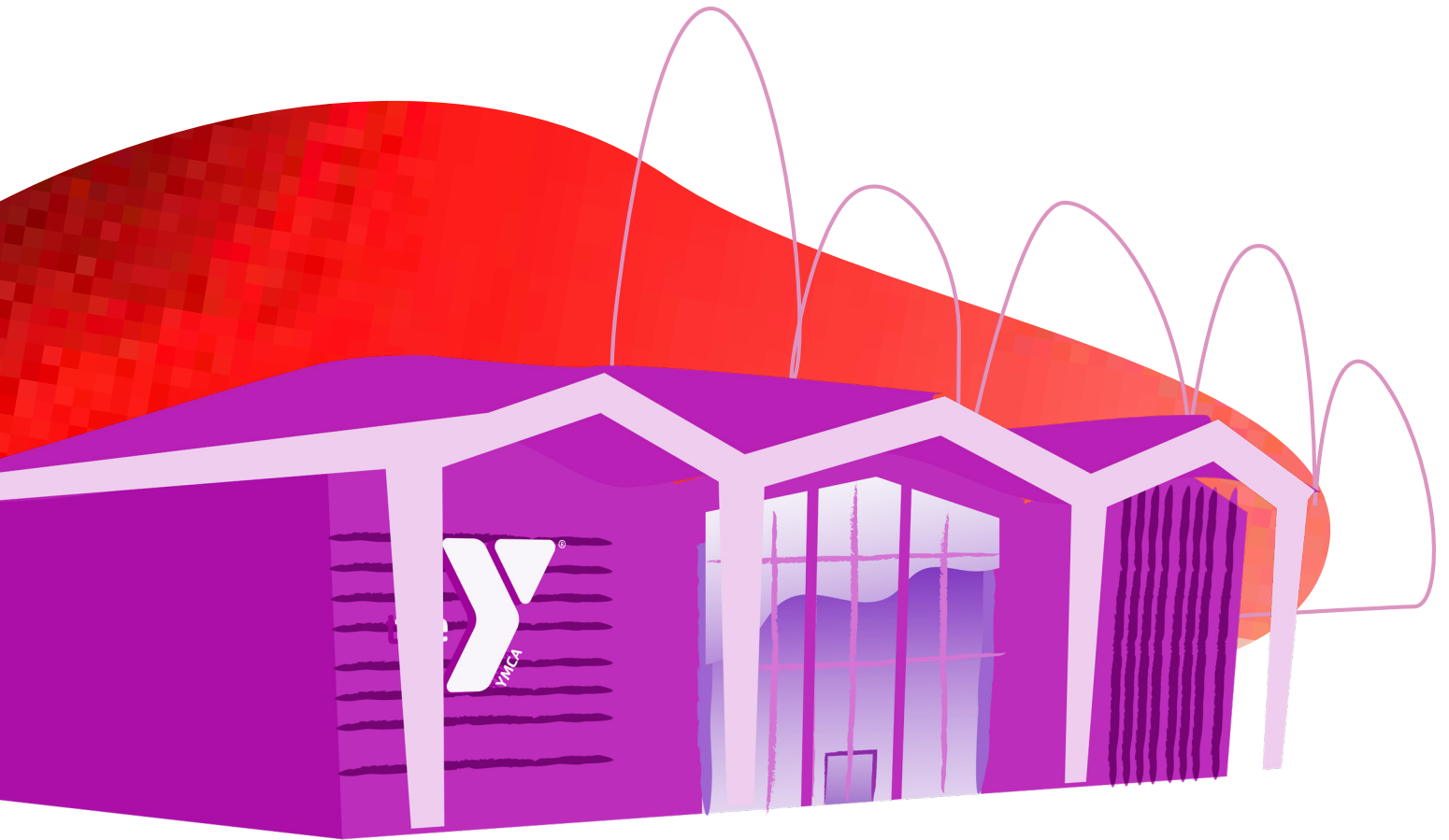
Commits to excellence in all it does.

Recognizes the power of its voice and uses it with intention.

...IS FOR ALL

3

ADVANCING COMMUNITY & CAUSE



STRATEGIC FOCUS AREAS

COMMUNITY WELL-BEING

We are proud that the Y member experience is rooted in community. The Y understands the importance of nurturing the spirit, mind and body through welcoming spaces, expert staff and a mission-driven focus on well-being—members find more than a gym; they find a place to belong.

MEANINGFUL WORK

We believe the Y plays a powerful role in community and are committed to expanding programs and strategic partnerships that reflect and respond to the evolving needs of our communities—ensuring every individual has equal opportunity to develop their purpose, potential and connection. Through listening, collaboration and continuous improvement, we strive to remove barriers and uplift every voice.



OUR COMMITMENTS



COMMITMENT

1

We **personalize welcome strategies** that meaningfully engage individuals and families across diverse personal and community spaces.

COMMITMENT

2

From curious toddlers to confident teens to connected seniors, **we deliver and expand on quality programs** and foster communities that support every stage of life.

COMMITMENT

3

Guided by insight and driven by equity we **harness the power of data to shape and strengthen programs** that reflect the diverse lived experiences of our participants.

COMMITMENT

4

We boldly **invest in responsive youth initiatives** that build resilience, foster belonging, and equip the next generation to thrive.

COMMITMENT

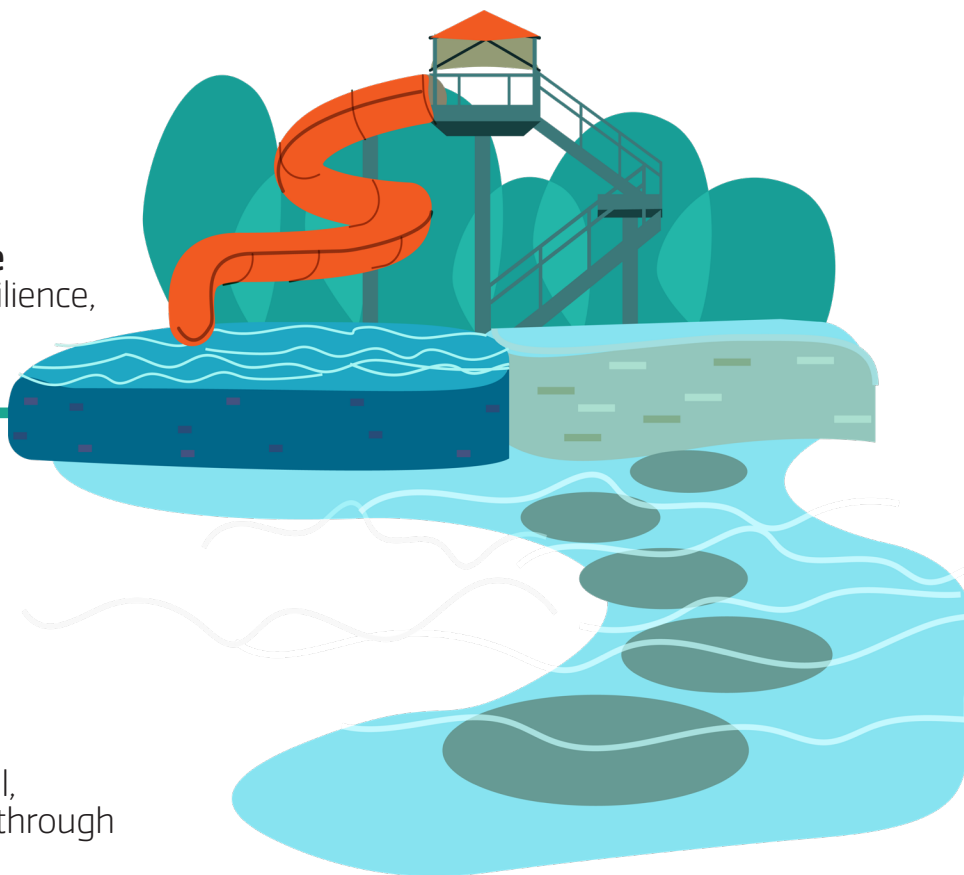
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We **prioritize whole-person wellness**, integrating emotional, nutritional, and physical health through holistic programs.

COMMITMENT

6

We **lead with curiosity, creativity, and collaboration**—continually innovating to meet real community needs and reimagine what's possible for our members.



YOURS IN SERVICE,

YMCA OF GREATER TULSA VOLUNTEERS & STAFF

