



YMCA
VISION 2030
FUND

OPPORTUNITY

REALISE POTENTIAL

Our world is home to the largest generation of young people in history. Nearly 1.8 billion people are between the ages of 15 and 24. When empowered, young people can build resilience in their communities even though they are among the most vulnerable populations and are disproportionately affected by changes in the world.

Vision 2030 gives the YMCA Movement a historic opportunity to unite behind a common vision for a world where every person lives in harmony with self, with society and with creation. In this world, every young person has the chance to be and to lead the change they want to see. YMCAs in 120 countries are uniquely positioned to give young people the opportunity to learn, grow, thrive and transform the future of their communities.

Vision 2030 also opens the door to vast new possibilities for YMCAs to:

- Multiply our collective impact and learn from each other across four strategic Pillars: Community Wellbeing, Sustainable Planet, Meaningful Work and Just World;
- Increase our visibility and position nationally, regionally and globally in youth-led change and youth empowerment;
- Amplify our voice with decision-makers on issues that matter to young people locally and globally;
- Access new funding opportunities locally and globally;
- Build new knowledge, networks and capabilities to help YMCAs serve our communities even better.



CHALLENGE

COLLECTIVE IMPACT

One of YMCA's greatest strengths is the Movement's federated structure. However, these structures are inadequate to achieve Vision 2030's objectives at scale.

Strategic Alignment & Coordination

- The YMCA Movement needs expert teams to coordinate action in each of the Pillar areas.
- These structures don't currently exist and are critical to mobilise YMCAs, access new opportunities, and achieve wide-scale change that we can measure, celebrate and communicate.

Learning, Innovation & Impact

- Basic tools to collect, aggregate and understand learnings from programmes differ even among YMCAs operating in the same country.
- As a result, YMCA as a movement struggles to tell our story or scale our impact.

Advocacy & Influence

- The YMCA doesn't have an agreed global position on our four Pillar topics.
- As a consequence, the YMCA is unable to bring a united voice to decision-makers to advocate for better policies, more resources and new opportunities for communities and for young people.

Resource Development & Partnerships

- YMCAs differ greatly in their ability to raise funds and build partnerships.
- While there are pockets of expertise, resource development capacity development is ad hoc.
- Knowledge about how much funding YMCAs raise - for their own work or to support other YMCAs - is limited. We are not able to tell the story about YMCA's internal philanthropic efforts.
- The YMCA is not engaging consistently with the Movement's membership to give them an opportunity to help achieve Vision 2030's impact objectives.





VISION 2030 FUND

STRONGER TOGETHER

We need to invest CHF 1.5 million to begin building these structures.

The Vision 2030 Fund enables National Movements to make an extraordinary contribution in 2023 and 2024 in addition to their annual Fair Share to the World YMCA to help build the support structures we need now to truly realise the potential of Vision 2030.

We are inviting YMCAs to collectively contribute:

USD 500,000 in 2023

USD 1 million in 2024

These funds will enable the World YMCA and Areas to

- build strategic alignment and coordinate action;
- enable learning, innovation and impact;
- develop resources and build win-win partnerships;
- strengthen the YMCA's voice locally, regionally and globally through representation and advocacy

The World YMCA and Area Alliances are initiating resource development efforts for the support structures and for programmes. This will take time.

By investing ourselves, we show future funding partners we are committed to Vision 2030's success.

FUND USE

INVESTING TO GROW

The investments National Movements make will go towards building the four critical "Movement support structures."

- Strategic alignment & coordination
- Learning, innovation & impact
- Advocacy & influence
- Resource development & partnership

The accompanying document *Movement Support Structures 2023 - 2026 Goals, Initiatives and Outcomes* outlines key initiatives that will be delivered as part of each of the four support structure areas and the expected outcomes.

The budget outlined below is indicative. Detailed plans and budgets for each of the support structure areas will be developed once the new teams are in place, such as the Pillar teams, and can do this work.

Funds allocated to	2023	2024
Human resources and expertise	300,000	700,000
Meetings and events	80,000	90,000
Tools and infrastructure	50,000	70,000
Communications & representation	50,000	100,000
Other (e.g. translations)	20,000	40,000
Total YMCA Movement investment	CHF 500,000	CHF 1'000'000



RETURN ON INVESTMENT

EVERYONE BENEFITS

With these structures in place, YMCA will have what it takes to drive forward collective action and capture, share and scale our impact in partnership with young people and communities around the world.

We believe the return on investment will be considerable.

ACCESS

YMCAs will be able to access new resources - knowledge, networks, tools and funding - thanks to better and more coordinated resource development and partnership-building efforts.

INFLUENCE

YMCAs will have increased influence locally, regionally and globally thanks to greater visibility for the YMCA movement through knowledge and data capture and external storytelling.

IMPACT

YMCA programs will be stronger in part thanks to increased learning, sharing and collaboration among YMCAs. We will have the structures to scale impactful YMCA programmes across communities or design and resource new multi-community initiatives.

VISIBILITY

YMCAs will be visibly recognised for our leadership on youth-led change and youth empowerment.

LEVERAGE

We will leverage the CHF 1.5 million investment by YMCAs and raise CHF 5 million for the Global Impact Fundraising* and CHF 2.5 million for programmes by 2026.

*see Global Impact Fund presentation from the March NGS meeting in Estes Park, USA

HOW TO CONTRIBUTE

REALISING VISION 2030

“

Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek.

*- President Barack Obama
Former U.S. President*

”

Your support in 2023 and 2024 is critical to build the Movement support structures we need to realise the potential of Vision 2030. **This is our time. This is our Movement. This is our Vision 2030.**

Bank transfer

US DOLLARS:

Bank: UBS
Rue des Noirettes 35
1227 Carouge
Case Postale 2600, 1211 Genève 2
Account : World Alliance of YMCAs
Account No: 0240 617775.10L
IBAN: CH780024024061777510L
SWIFT: UBSWCHZH80A

CHF SWISS FRANCS

Bank: UBS
Rue des Noirettes 35
1227 Carouge
Case Postale 2600, 1211 Genève 2
Account : World Alliance of YMCAs
Account No: 0240 617775.01C
BAN: CH800024024061777501C
SWIFT: UBSWCHZH80A

EURO

Bank: UBS
Rue des Noirettes 35
1227 Carouge
Case Postale 2600, 1211 Genève 2
Account : World Alliance of YMCAs
Account No: 0240 617775.20D
IBAN: CH66 0024 0240 6177 7520D
SWIFT: UBSWCHZH80A

Pledge

We recognise not all YMCAs are able to give immediately. We welcome you to pledge now and give later.

2023 pledges

- Please communicate* your pledge amount by October 31, 2023
- Please fulfil your pledge by January 31, 2024

2024 pledges

- Please communicate* your pledge amount by June 30, 2024
- Please fulfil your pledge by January 31, 2025

In-kind support

There are many ways you can contribute to kick-starting Vision 2030, such as seconding expert staff for six months or more, covering the cost of translations or tools, hosting and covering the costs for meetings and events.

Please contact the World YMCA to explore in-kind support opportunities.*

*please see page 8 for contact information to communicate your pledge, to discuss in-kind support opportunities, and for general questions about how to contribute.

FUND OVERSIGHT

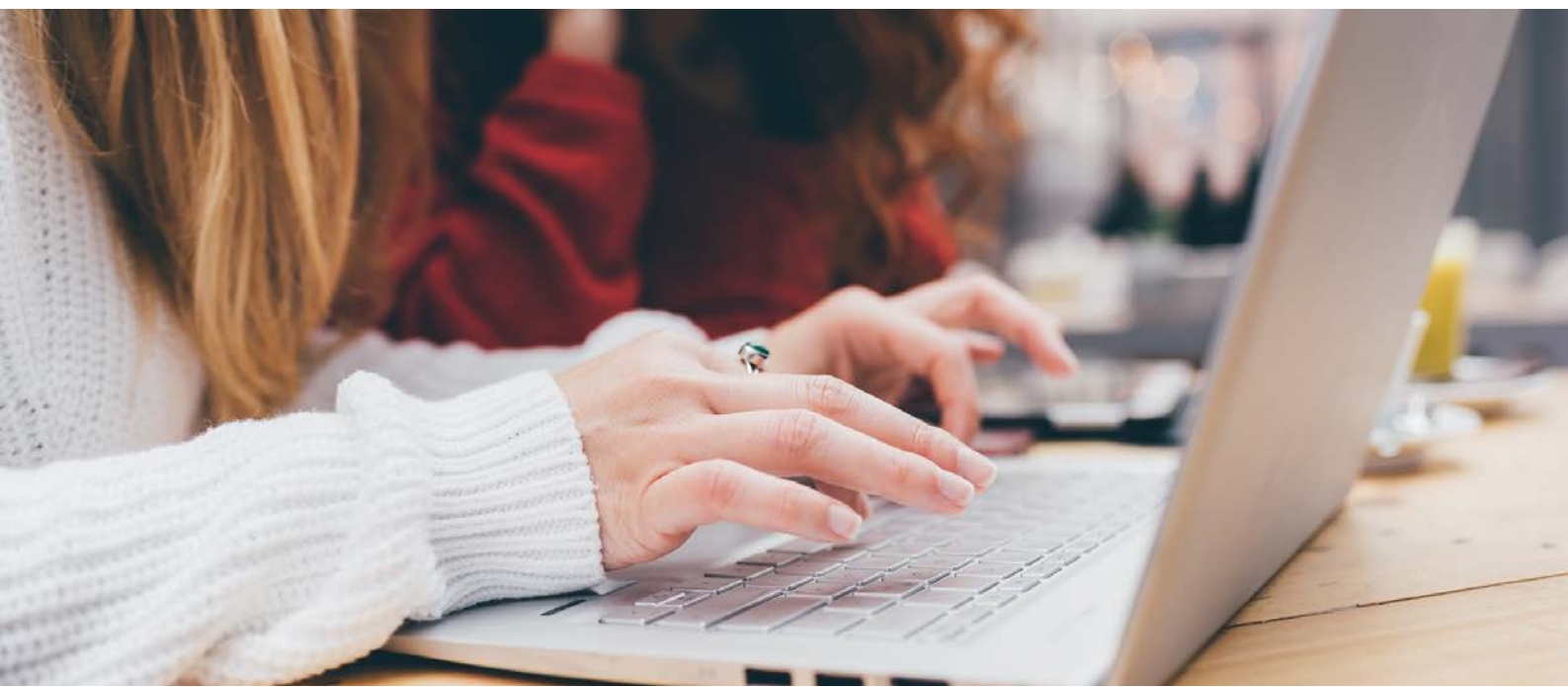
A dedicated Vision 2030 Fund account has been established at the World YMCA.

The funds will be overseen by the World YMCA and its Executive Committee.

COMMUNICATIONS

Beginning in October 2023, the World YMCA will organise **quarterly online meetings** and **produce a quarterly progress report** about the Movement support structures and outcomes for the YMCA.

The World YMCA will communicate about Vision 2030 progress across the YMCA Movement through dedicated communications to keep the YMCA Movement up-to-date and informed.



THANK YOU

Vision 2030 is a historic opportunity for the YMCA to unite behind our common vision for a world where every person lives in harmony with self, with society and with creation.

In this world, young people have what they need to be and lead the change they want to see and transform the future of their communities.

Thank you for your partnership on this journey.

FOR MORE INFORMATION

Carlos Sanvee
World YMCA Secretary General
carlos@ymca.int

Kathleen Elsig
Head of Global Partnerships
Kathleen@ymca.int