



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



WITH THE YMCA OF  
GREATER RICHMOND

BELONG



## WORKING AT THE YMCA OF GREATER RICHMOND

Our employees are the Y's most important resource. We are dedicated to becoming the most welcoming, inclusive, equitable organization possible, where employees feel a genuine sense of belonging. Y staff will reflect and represent the diverse and multicultural communities where we all live, work and play, and our authentic relationships with one another will create a culture of compassion and empathy where everyone can thrive. Employee Diversity, Equity, and Inclusion initiatives focus on retention, recruitment, advancement and culture.

**OBJECTIVE:** To recruit, hire and retain diverse, multicultural staff, with a focus on BIPOC, underrepresented and historically marginalized communities that is reflective and representative of the communities in which we work at all levels of the organization.

- By 2025, our employees will be at least 70 percent reflective of community demographics.

**OBJECTIVE:** Our employees feel a deep sense of belonging, support, and encouragement in a welcoming, respectful, nurturing, and affirming environment with equitable opportunities for advancement.

- By 2023, employee engagement will increase by 3.86.
- By 2025, employee satisfaction and sense of belonging will increase by 3.96.

**OBJECTIVE:** Increase YMCA employees' opportunities for advancement through transparent, equitable practices.



## DIVERSITY, EQUITY AND INCLUSION STRATEGIC PLAN

The Y's mission is reflected by the core values of caring, honesty, respect and responsibility. These values inspire us to ensure that everyone has the opportunity to reach their full potential and be authentic in all aspects of diversity including ability, age, cultural background, economic status, ethnicity, faith, gender, gender identity, ideology, language, national origin, political view, race or sexual orientation. Together, we celebrate strong, inclusive communities FOR ALL.

For 167 years, our core values and "spirit, mind and body" focus, have grounded us to weather social change, expand membership, enhance our services, and thrive as a community organization that bridges divides and cultivates human relationships.

We are advancing diversity, equity, and inclusion through an intentional strategic plan, **BELONG WITH THE YMCA**, to emphasize to our members, employees, donors, stakeholders, and communities that the YMCA stands committed to creating strong, inclusive communities that reject discrimination in all forms. This plan turns ideas into action and underscores our dedication to equity. Through these strategies, the YMCA will become a more inclusive, diverse, multicultural organization

embracing anti-racist principles that actively identify and break down systems that perpetuate inequities.

**GOAL:** To create an environment in which staff, members and other stakeholders experience an organization rich with multicultural inclusivity, the promotion of equity across all walks of life and a genuine sense of belonging for people of all demographics and identities with intentional focus on underrepresented and historically marginalized communities.

**PURPOSE:** To assure that the YMCA is promoting equity and inclusion, ensuring that our promise to be "Open to All" remains at the forefront of our approach to staff, members, community partners, and our communities, and increasing collective awareness of the YMCA as an agent of social change.

We are dedicated to being an organization where the entire community can thrive. Belong with the YMCA creates space for transparency and open dialogue for our community and staff to engage, collaborate, and hold each other accountable to the Y's work of fostering health equity, equity of opportunity, and equity in education and leadership for all residents of our region.

## SHARING OUR STORY

It is vital to communicate the YMCA's commitment to diversity, equity, and inclusion and increase collective awareness of the YMCA as an agent of social change. We are dedicated to open dialogue, transparent actions, and accountability to our staff, members, community partners, and the community.

We will increase awareness of Diversity, Equity and Inclusion initiatives through enhanced, culturally-intelligent communications internally and externally, ensuring that all stakeholders understand the YMCA's mission to create a more equitable community.

## OUR Y COMMUNITY

A vital component of our commitment to equity is that the YMCA is Open to All. This premise is foundational—part of our "DNA"—and we are dedicated to advancing health equity, equity of opportunity, and equity in education and leadership. We work in concert with others, engage alongside community members and partners, through authentic and trusting partnerships. Community Diversity, Equity and Inclusion focuses on investments in marginalized communities, advocacy for the organization's mission, and commitment to community partnerships.

**OBJECTIVE:** To recruit diverse, multicultural board members, with a focus on BIPOC, underrepresented and historically marginalized communities, that are reflective and representative of the communities in which we serve.

- By 2023, YMCA branch Boards of Managers will be 65 percent reflective of the communities served.
- By 2025, YMCA branch Boards of Managers will be 70 percent reflective of the communities served.

**OBJECTIVE:** Increase understanding and awareness of the Diversity, Equity and Inclusion culture work to Y staff through enhanced communication of internal and external messaging.

**OBJECTIVE:** YMCA members and community partners are aware of and understand the YMCA's mission to create a more equitable community—focused on equity of education, leadership, and health.

**OBJECTIVE:** Ensure that YMCA messaging is culturally intelligent.

**OBJECTIVE:** To ensure YMCA donors are aware of and understand the YMCA's commitment to diversity, equity, and inclusion.

**OBJECTIVE:** To forge community partnerships that support and promote equity, inclusion, and asset-based community engagement.

- The completion and expansion of capital projects in under-resourced communities will be a measurement of success.

**OBJECTIVE:** For all YMCA facilities to be welcoming spaces for the community to access resources that support families and individuals in reaching their full potential.

- By 2025, we will support 4,500 families and individuals through social needs navigation and Help1RVA.

**OBJECTIVE:** To ensure that all community members can access YMCA programs and services in a barrier-free, user-friendly manner.







WITH THE YMCA OF  
GREATER RICHMOND

ONG

DIVERSITY, EQUITY AND INCLUSION STRATEGIC PLAN



To learn more about the YMCA OF GREATER  
RICHMOND's dedication to diversity, scan the  
code to view our detailed DEI Strategic Plan.

# DIVERSITY INCLUSION HUMANITY

**OUR MISSION** To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

YMCA OF GREATER RICHMOND 804.649.9622 ymcarichmond.org



BELC