



## BUILDING CULTURE

YWCA York developed the 2022-24 strategic plan with the assistance of The Wakeen Group. Our leadership team of 22 appreciated the opportunity to help shape our strategic direction, and be a part of identifying the ideal culture for YWCA York. Here are the following statements that capture who we are and who we want to become.

### AROUND HERE, WE:

- 1. Meet people where they are**  
(Creating inclusive environments for our staff and clients starts with listening to understand. We offer an unbiased ear by being empathetic and accepting of people and their circumstances.)
- 2. Assume best intent**  
(Choosing to believe the best of others is the foundation of honor. We address challenges and conflict with open, honest and respectful dialogue.)
- 3. Practice trauma-informed care**  
(Our goal is to heal and empower people by giving them choices. We do that by acknowledging pain, giving support, and providing tools.)
- 4. Believe survivors**  
(We validate our clients, build trust, and provide safe spaces for growth and healing.)
- 5. Utilize mindfulness**  
(Pausing is a powerful tool. It allows you to take inventory of our internal and external environments. It allows us promote safety, consider alternate paths, proceed with care, increase focus, build resiliency and set intentions)

**6. Teamwork is our superpower**

(Each of us has the ability to make a positive impact, but together we are invincible as One YW. You are encouraged to take initiative within your spheres of influence; proactively seek out collaboration; and communicate across the organization when appropriate.)

**7. Listen to understand**

(Courageous conversations are at the core of what we do. With both our clients and colleagues, we practice active listening, ask questions, reframe situations, and gather different perspectives.)

**8. Find creative solutions**

(We are creative problem solvers. We use our strengths, maximize resources, look for efficiencies, and pursue partnerships.)

**9. Promote a community of care**

(A primary focus is to create abundance for the future. Not just financially, but holistic resources that support and promote freedom, justice, and dignity. We discuss issues openly, are supportive, and extend privilege to all—this is a step beyond self care to community care.)

**10. Protect and cultivate a learning environment**

(Investing in education empowers individuals and influences the next generation. We intentionally develop our expertise and grow our awareness.)

**eliminating racism  
empowering women**

**ywca**

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