

CASE STUDY: YMCA SOUTH AFRICA

OVERVIEW

YMCA South Africa is the national office for 12 local associations in South Africa, focusing on a suite of programmes that develop skills, leadership, and opportunities for youth. They are committed to empowering young people with programmes that nurture values, skills, and personal development.

THE CHALLENGE

Communication with stakeholders was unstructured and haphazard. YMCA South Africa needed a communications strategy, a website and social media that communicates its work intentionally and improves internal communications. With the introduction of new leadership, refocusing YMCA's strategic goals was also imperative. This process would need to take into account the YMCA World Alliance's Vision 2030 and provide a tool to better align with and communicate to all of their stakeholders.

WHAT WE DELIVERED

- > A Theory of Change aligned with the local context and the World Alliance's Vision 2030.
- > Theory of Change workshops with the board and the local associations' General Secretaries were successfully facilitated.
- > A stakeholder survey and interviews to gather information on the needs and gaps in their current communications was accomplished.
- > A comprehensive communications strategy was developed, including defining their audiences, aligning communications goals, and giving recommendations for external and internal communication platforms.
- > Weekly training and feedback sessions with the national office and local association staff and leadership were held throughout the process.

"On advice for others doing similar work with Relativ: "Submit yourselves fully to the process and journey. Be open to recognising what is working and what is not working. Be bold to make the changes that are needed. Celebrate small successes that will lead to bigger successes."

"Through the weekly meetings, we have developed and received great feedback from internal stakeholders. The national office team now has a focused approach and a broadened understanding of communications."

Marcus Van Wyk, CEO



SECTOR
COMMUNITY & SOCIAL SERVICES



LOCATION



ORGANISATION
INGO

YMCA South Africa aims to empower young people through youth development programmes and community initiatives. As the organisation entered a new phase of its growth and needed to share the impact of their work further and wider, Relativ Impact was approached to develop a clear strategic focus through a new Theory of Change and communications strategy.



RESULTS

The CEO of YMCA South Africa was able to successfully use the Theory of Change working case on an international trip to America as he stewarded stakeholders and donors. The survey enlightened the staff on the needs of various stakeholders, from beneficiaries to board members, which helped to develop a focused, clear and cohesive communications strategy. Since the communications plan development, the national office team developed their first Y-Talk - a quarterly communication to their stakeholders - and received positive feedback from various stakeholders. In a road show, the national office used the Theory of Change and elements of the communications plan to share where the organisation is headed.



IMPACT

YMCA South Africa has started to adopt Relativ's recommended approach, helping them define their focus and communicate it far more effectively. This is helping to build trust and will no doubt lead to resource mobilisation that extends their impact even further.

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