



# The Youth at YMCA Portugal

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A brief summary of the YMCA Portugal strategy

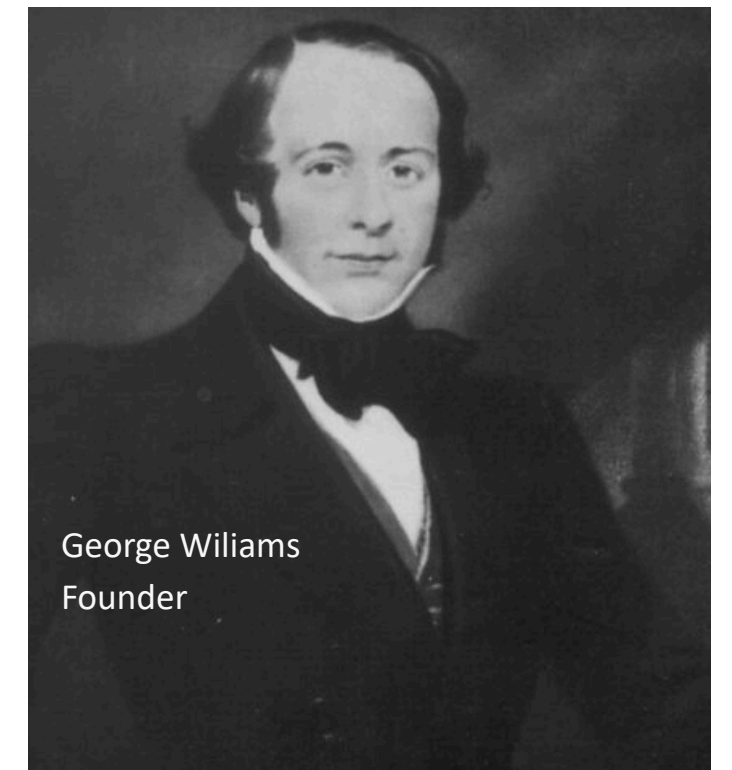
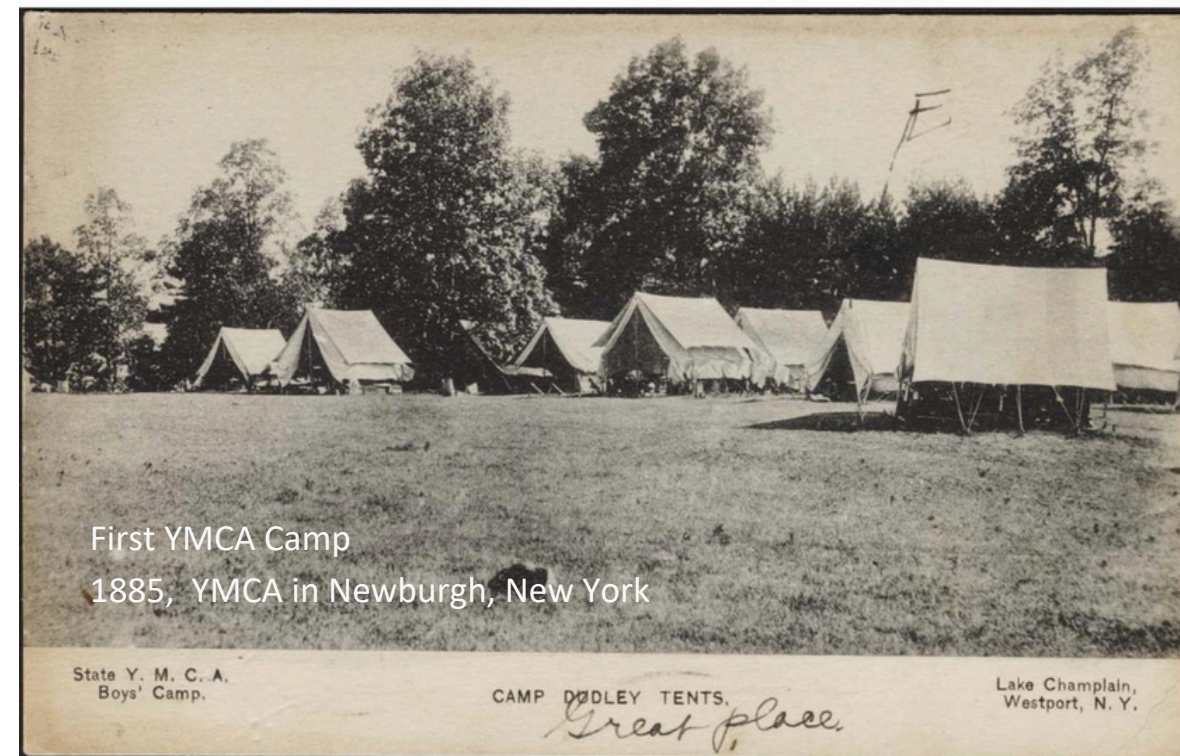
- The YMCA as a global movement;
- The YMCA as a national movement;
- The YMCA Portugal communication strategy;
- How to engage with the Youth successfully;
- Specific projects for the Youth.

# Agenda

# YMCA

## A Global Social Movement

- Founded in 1844 in London
- Present in over 120 countries
- More than 750,000 professionals
- 1 million volunteers
- 60 million young people impacted
- Inventor of volleyball, basketball, and futsal
- Recipient of the Nobel Peace Prize
- Origin of the Red Cross and the Scouts

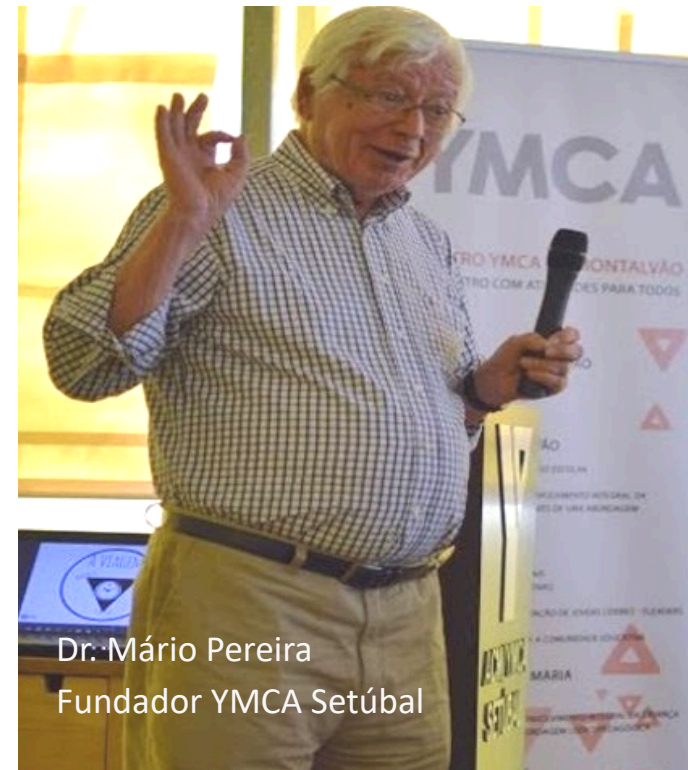




Projeto futuro  
Centro Internacional para a Juventude



YMCA Camp Alambre  
Azeitão



Dr. Mário Pereira  
Fundador YMCA Setúbal

# YMCA

## Setúbal

- Founded in 1975
- 130 professionals
- 30 volunteers
- 5 centers in the city and 1 in the Arrábida
- 9,000 people reached annually
- Social Entrepreneurship Center in Faro
- Nursery in Aguiar, Viana do Alentejo
- Office in Lisbon



## Vision

To be the leading reference in the development of programs for children and young people.

## Mission

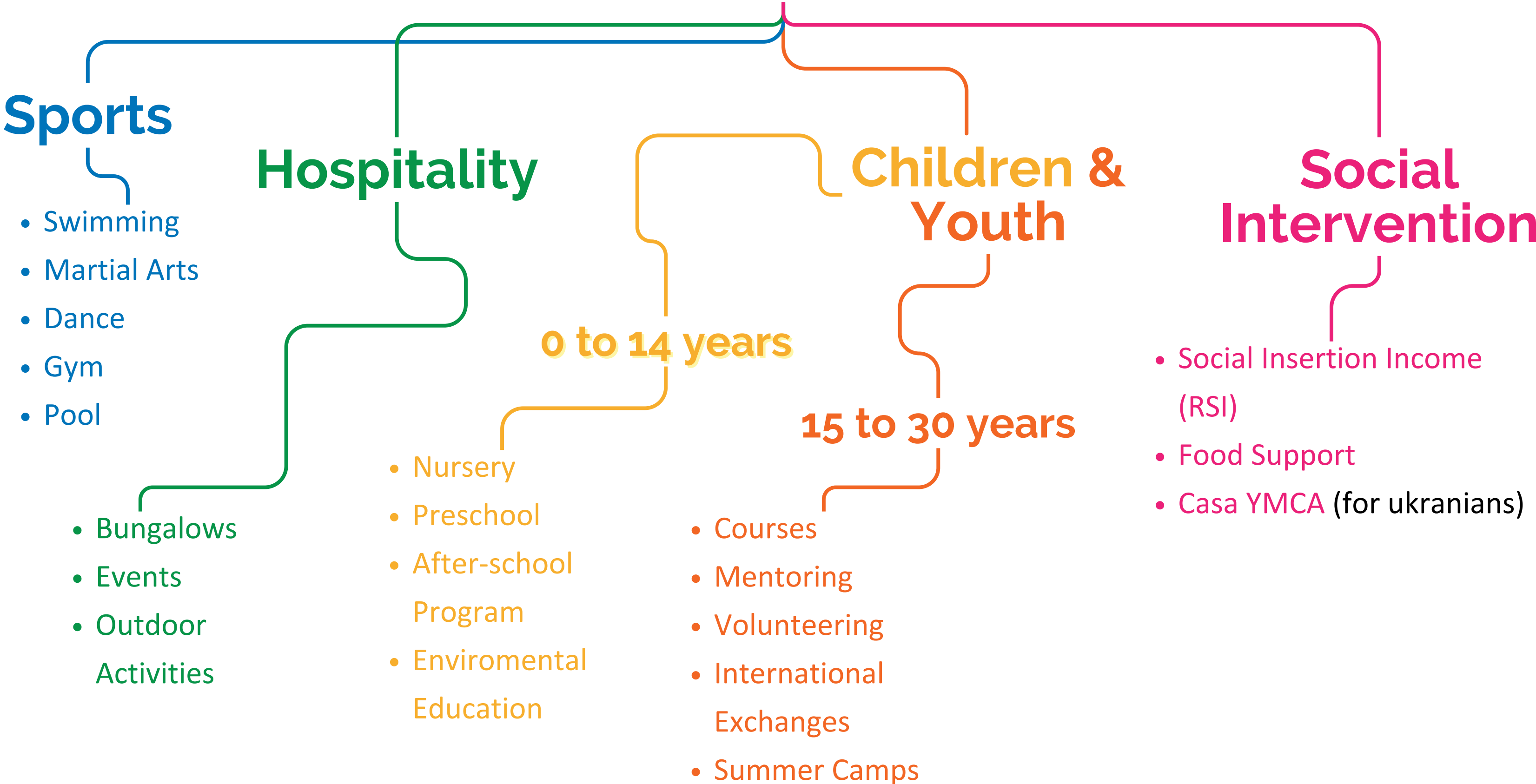
We are a Social Movement committed to empowering young people, supporting their personal growth and encouraging their active participation in building a better society.



## Values

- Responsibility
- Respect
- Honesty
- Solidarity
- Optimism

# YMCA Structure



# **The YMCA in Person.**

We are made of people, and we exist for people.

# Childhood

Over 450 children supported through various educational programs — from nursery to after-school care — fostering their well-being, development, and inclusion from the earliest years of life.



## Nursery

Located in the center of Setúbal and Bela Vista — and soon also in Aguiar, Viana do Alentejo — our nurseries welcome 119 children daily, providing a safe environment that nurtures their full development from the very first months of life.

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## Preschool

Welcoming 93 children, our preschool promotes active learning, autonomy, and positive relationships from the age of 3.

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## After-School Program (ATL)

With 240 children across two centers in Bela Vista and one in Montalvão, we provide a safe and dynamic space to grow, play, and learn beyond school hours.

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## Environmental Education

Each year, we engage around 1,500 children in Environmental Education activities, fostering a connection to nature and ecological awareness starting from nursery age.

# Youth

Each year, YMCA engages around 500 young people in activities that support their personal, social, and professional development.

Key initiatives include vocational training, leadership and camp counselor courses, mentoring, volunteering, thematic debates, and holiday camps — all offering transformative experiences that strengthen their sense of participation and responsibility.

## Meaningful Work

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The YMCA promotes opportunities for learning, impactful work, and entrepreneurship, preparing young people for a future in constant transformation.

## Just World

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The YMCA amplifies the voice of youth to promote justice, equity, and peace, advocating for the human rights of marginalized communities.

## Community Well-being

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The YMCA promotes physical, mental, and emotional well-being by creating accessible and sustainable solutions for young people and communities.

## Sustainable Planet

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The YMCA takes an active role in protecting the planet by promoting environmental education and a just transition to a sustainable economy.

# What We do?

Embedded with the **youth guarantee** we support every month about 50 youth people (NEET or not), with...

## Support

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**Social and individual support in partnership with Ministry of Social Security (Local Contract for Social Development)**

## Training and Educational support

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**Training courses in partnership with IAFP (High School level)**

## Internships and Employment

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**Projects in partnership with several local schools and organizations**

## Mentoring and Volunteering

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**Projects in partnership with several local schools and organizations**

# Social Intervention

We support people in vulnerable situations through social guidance, access to essential goods, professional integration, and community-based actions. Our work is grounded in proximity, promoting autonomy in close collaboration with local partners.

- Over 1,500 people supported annually
- More than 300 individuals assisted with food support
- 6 transitional housing units – YMCA House

📍 Local action: Bela Vista Neighborhood, Setúbal



# Sports & Physical Exercise



## Physical Exercise

Around 200 members regularly take part in YMCA health programs and classes held in the gym and pool. These spaces are dedicated to physical and emotional well-being, promoting healthy lifestyles that are accessible and tailored to different ages and needs.

## Sports

The YMCA sports program also welcomes around 110 children and young people in regular physical exercise such as swimming, taekwondo, karate, and dance — encouraging health, discipline, and teamwork from an early age.



# Hospitality & Events



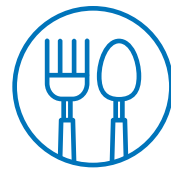
**YMCA Camp Alambre**

20 minutes from Lisbon



**11 Bungalows**

45 Pax Max.



**Restaurant and Catering**

From 20 to 90 pax



**2 Meeting and Event Spaces**



**Private Parking**



**Air Conditioning**



# Team

## Empowering young people.

At YMCA, the strength of our team comes from the unity between professionals, service providers, and volunteers. Each person brings a unique background — experience, skills, or a desire to make a difference — and together we take on the daily challenge of working as one.

Balancing time, methods, and perspectives is demanding, but it's also what gives soul to our mission.



### Professionals

140 professionals across Setúbal, Viana do Alentejo, and Faro bring the YMCA mission to life: empowering young people.

With dedication and close connection to the community, they create real impact every day across social, educational, and community-based areas.



### Volunteers & Service Providers

30 volunteers, 20 sports instructors, and 15 school trainers contribute with dedication, expertise, and a strong sense of connection to the community.

Together, they support the development of hundreds of children, young people, and adults — strengthening our impact and extending our reach.

# Youth and Adolescence

How to engage with them

# YMCA: a piece in the Local Framework partnership

Many partnerships with several entities



# YMCA: a piece in the Local Framework partnership

## Many partnerships with several entities

Examples: **Local Schools | Municipality | IEFP | Ministry of Social Security | Ministry of Labor**

- Partnerships with Social Ministry | Local Contract for Social Development (a social inclusion project for youth)
- Partnerships with Social Innovation Portuguese Program | Several projects in health, employment and entrepreneurship for youth
- Partnerships with Setúbal Municipality | sports and arts projects for youth
- Partnerships with Labor Ministry | training courses, internships and employment programs, NEET projects
- Partnerships with Public Schools | entrepreneurship skills



# YMCA: a piece in the Local Framework partnership

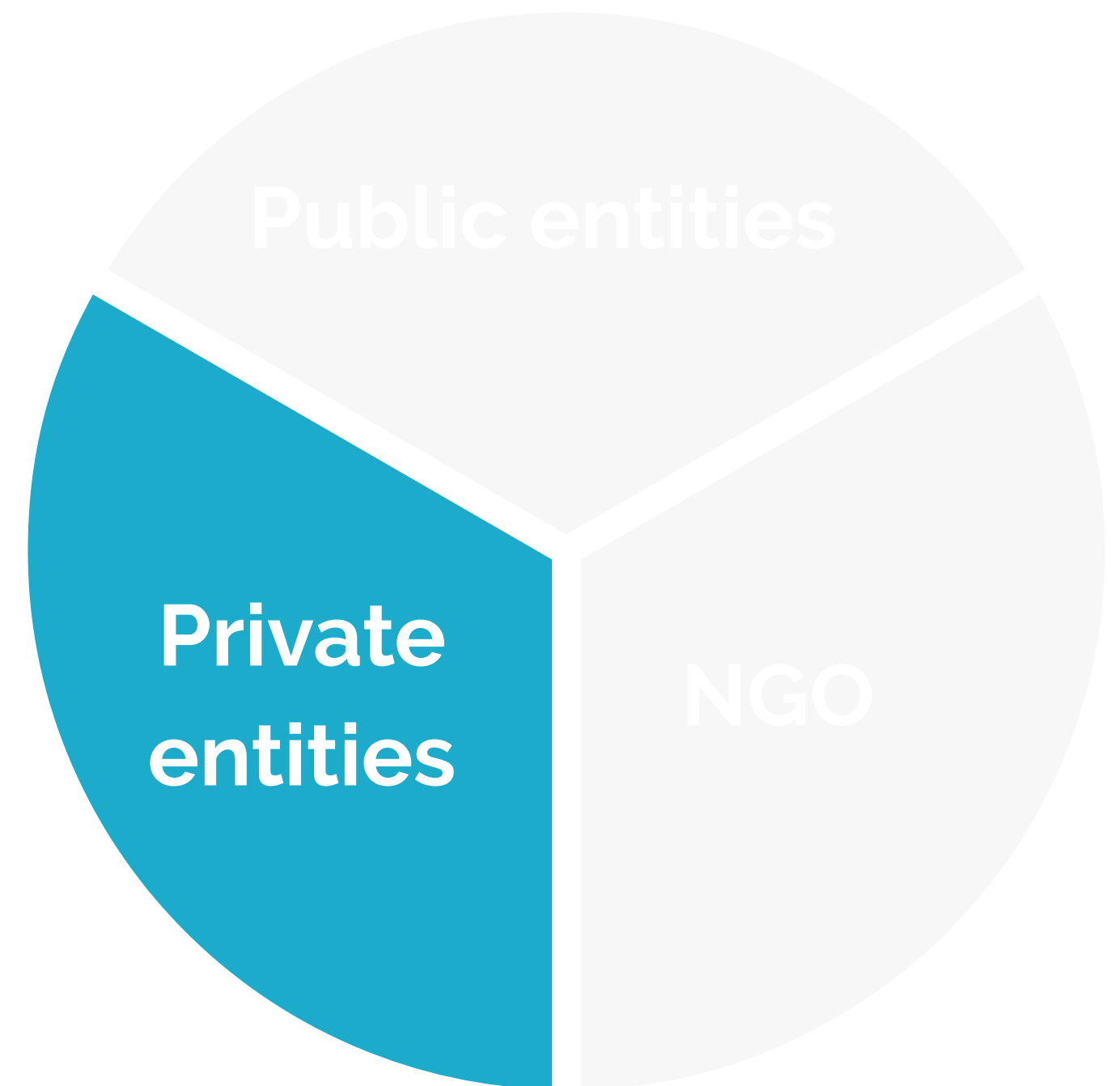
Many partnerships with several entities

Examples: **HP | United Way | Cellnex | Enhesa | National companies**

→ Partnerships with several Organizations | Social Organization Responsibility projects

→ Many volunteering individual and organizational projects | skills volunteering and environmental volunteering

→ Donations for youth projects



# YMCA: a piece in the Local Framework partnership

Many partnerships with several entities

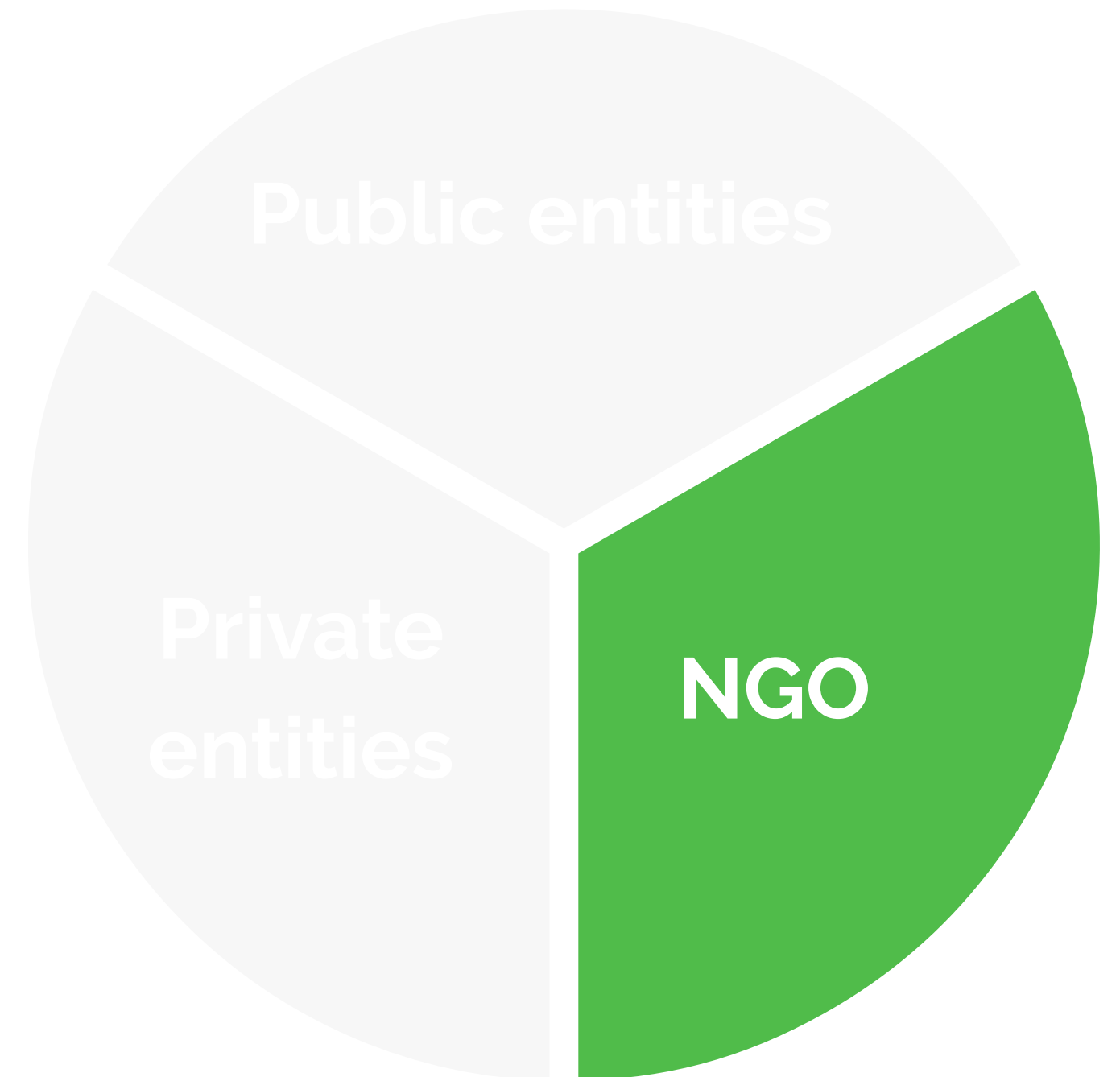
Examples: **Scouts** | **Calouste Gulbenkian Foundation** | **Red Cross**

→ Partnerships with Foundations and NGO | reskill programs for NEET

→ Partnerships with YMCA around the world | empowerment of youth

→ Partnerships with social economy entities | OSR projects

→ Partnerships with NGO | ecological and environmental projects



# Communication Strategy

Ways the Youth finds us:

## Social Media

Good strategy to find us

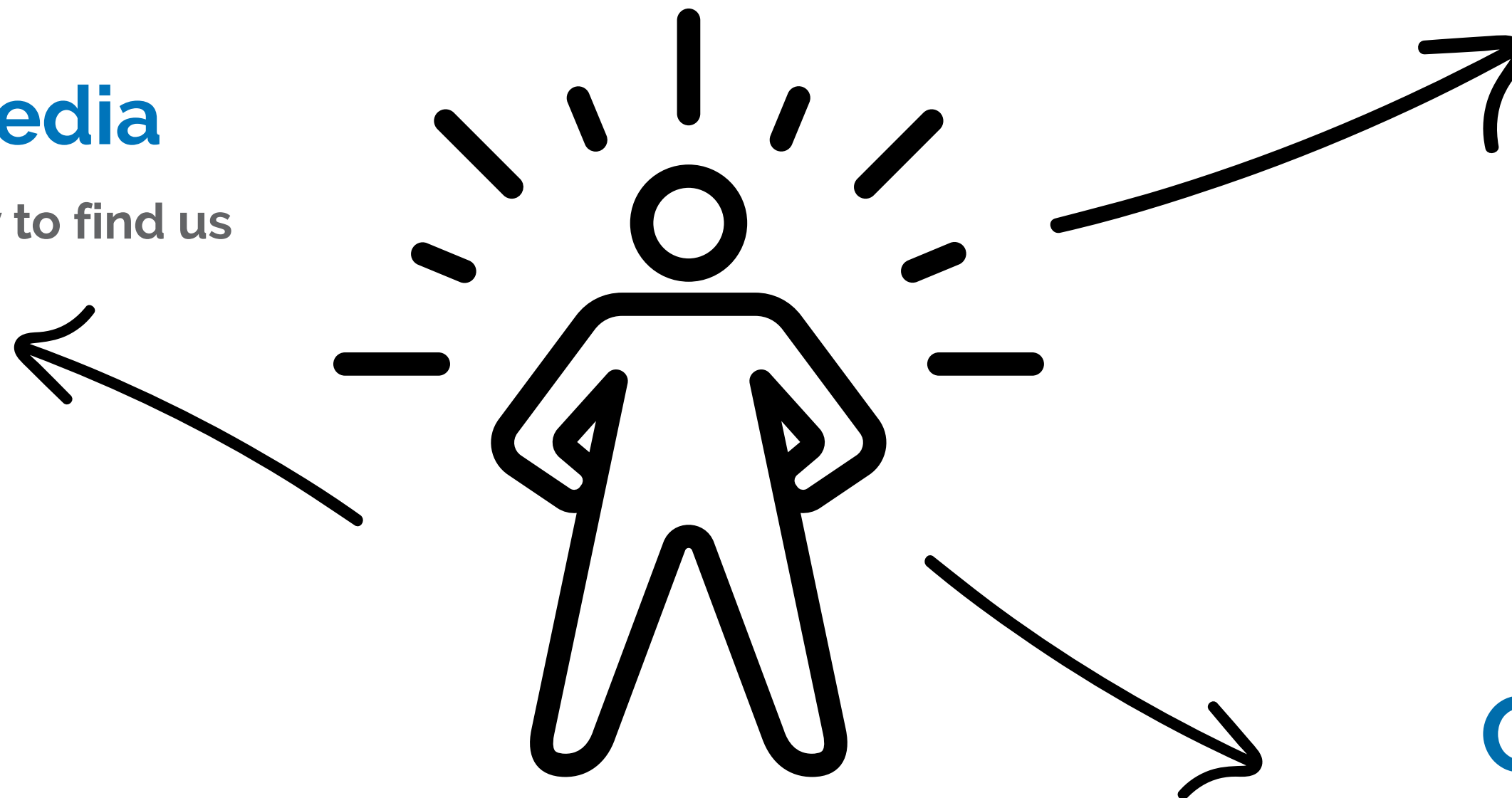


## Word of Mouth



Good strategies to engage

## One-on-one Communication



# Communication Strategy

## Social Media

Keeping in touch with the youth daily by text messaging.



Communication to build relationships.

Posting what our YMCA has done.



Influential Communication



Enrollment in activities.

Activities are available on the municipality's website.

Our Digital Headquarters.



@ymca.youth.pt

Cross-posting with local entities

# Communication Strategy

Ways the Youth finds us and we engage with them

strategy to find us

strategy to engage

Social Media



Word of Mouth



One-on-one Communication



Partners



# Communication Strategy

Ways the Youth finds us and we engage them

Peer to peer learning

Digital communication

Advocacy projects

Give voice to them

Participatory decisions

Personal development opportunities

Informal and flexibility

# **Projects for the Youth**

# Projects for the Youth

## Activities developed for the Youth

Activities and projects focused on the 4 Vision 2030 Pillars:

- Community Wellbeing - debates and interview magazine;
- Sustainable Planet - beach cleanups and fashion magazine;
- Just World - debates on Human Rights and animal wellbeing volunteer work;
- Meaningful Work - tools for the Youth to use.

Internacionality is also a key factor that distinguishes our Youth Work.





**Thank You.**

