

# The World YMCA

Driving transformative change for a renowned charity.

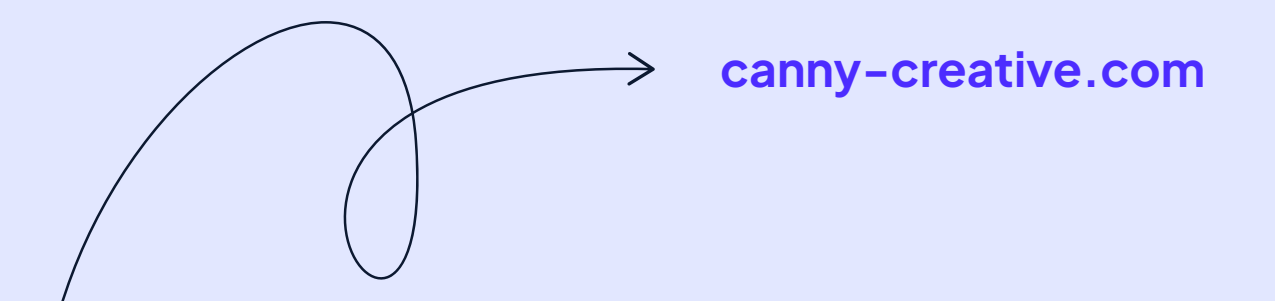
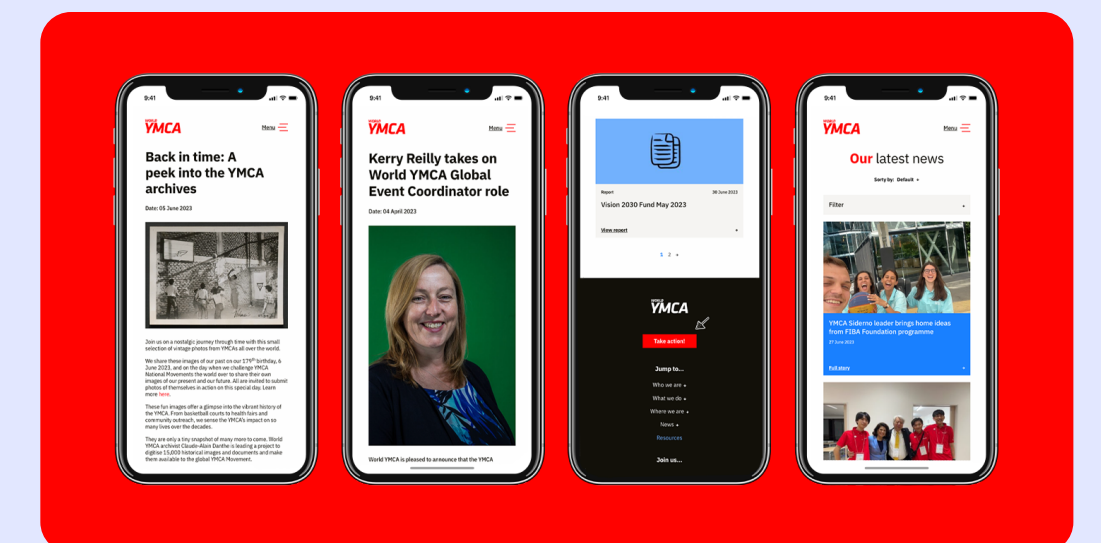
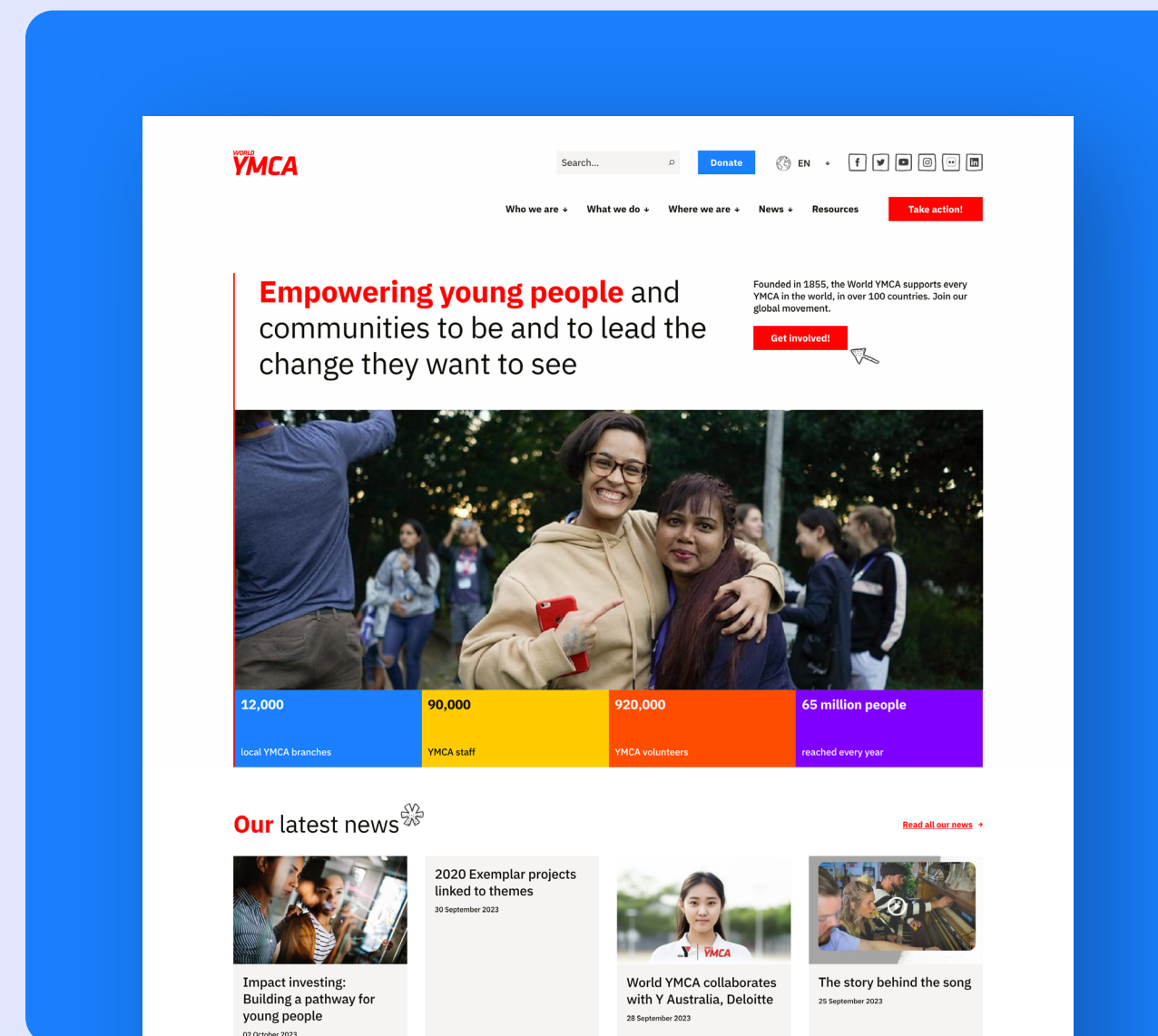
## The Problem

Whilst The World YMCA are a globally recognised and renowned charity, they were in need of modernisation to keep up with other leading youth organisations in The Big 6. Their website presented a disjointed user experience with lots of content living in different places, making it difficult for users to seamlessly navigate, explore, and access. Moreover, their old website felt disconnected from their national and local YMCA movements, creating a sense of separation between The World YMCA and the people working on the ground implementing the vision. Creating a sense of belonging and inclusion was crucial instead of different entities of the YMCA operating in silos.

## The Result

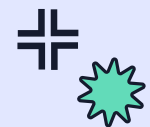
We designed the new website to include seamless navigation, allowing users to effortlessly find the information they need, encouraging them to explore further. This user-friendly experience is consistent across all devices, platforms, and browsers, achieved through the integration of responsive and adaptable web design. As a result, the information becomes universally accessible supported by the translation of the site into various languages to align with their worldwide presence. To elevate this further, we utilised a range of diverse photography that demonstrates the impact they make in each focus area, across different countries, and throughout their services.

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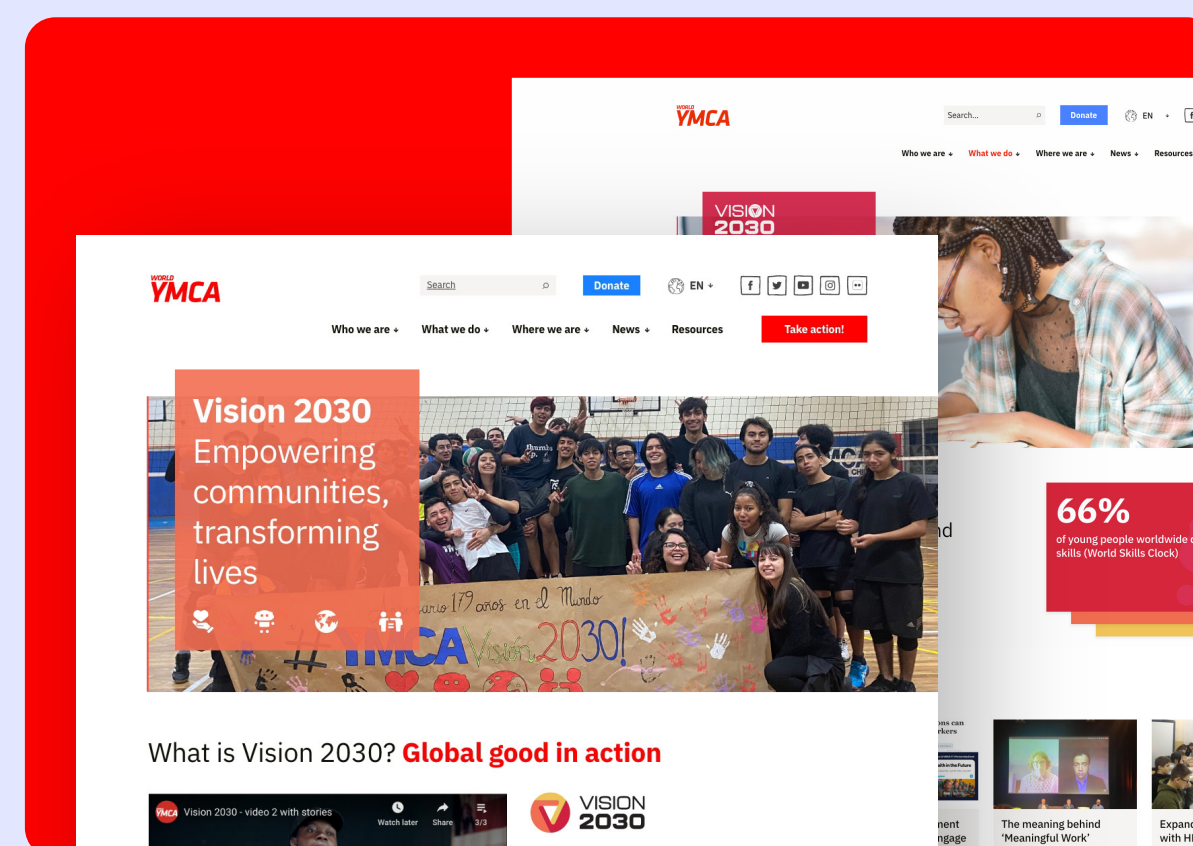




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Discuss your project

## Take **Action!**



**12,000**

local YMCA branches

**90,000**

YMCA staff

**920,000**

YMCA volunteers

**65 million  
people**

reached every year

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