



YOUTH DEVELOPMENT

YMCA Values: To model, teach and celebrate the values of Caring, Honesty, Respect and Responsibility.

1) Membership Development

The YMCA will meet the needs of our current members and changing demographics while continuing to access community resources as we access the need for a capital campaign.

Action Steps

- Assess the need for a capital campaign to meet the needs of our increasing membership
- Because membership is our lifeblood, the YMCA will implement strategies that will foster membership retention and program growth over the next three years

STRENGTHEN OUR COMMUNITY

2) Social Impact

The YMCA will strengthen our community leadership by being a centralized resource to address chronic disease caused by obesity with a focus on nutrition, lifestyle change and wellness.

Action Steps

- Improve the health of our community by increasing support for health seekers through Activate America
- In addition to programs for adamant exercisers, we will continue to develop/maintain the same for health seekers and the inactive to help fight the obesity/inactivity epidemic
- Through the Achieve Initiative, we will help develop public policy and environmental change within our local community
- Embrace activities that create community and encourage people to be healthy
- Further enhance the Ys workplace wellness program that can serve as a model for others.



HEALTHY LIVING



SOCIAL RESPONSIBILITY

3) Community Impact

The Y will maintain the high quality of our resources by recruiting, developing and retaining a committed team of employees and volunteers to collaborate with other organizations and facilities in our local community.

Action Steps

- Continue to build community connection by advocating for staff/volunteer involvement in other local volunteer efforts
- Maintain the high quality of Y resources
- Maintain the financial health of the Y with investment in staff management, capital improvement, deferred maintenance and funded reserves

STRENGTHEN OUR COMMUNITY



Our three-year strategic plan creates a roadmap for governance and leadership through 2014 with an accountability framework that integrates with fiscal prudence and resource management. This plan represents a commitment from the Board of Directors and YMCA staff to actively participate in its execution.



YMCA Mission: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

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**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Kandiyohi County Area Family YMCA Strategic Long-Range Plan January 2012 – December 2014

