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

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

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.

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

HEALTHY LIVING

SOCIAL RESPONSIBILITY

YOUTH DEVELOPMENT
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.