



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# REACHING OUR FULL POTENTIAL

## STRATEGIC PLAN EXECUTIVE SUMMARY BURLINGTON AREA YMCA

### Who we serve, Why we serve

The BURLINGTON AREA YMCA is dedicated to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

We are a powerful association of men, women and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors.

That's why, at the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors in Southeast Iowa to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

We are committed to engaging our community through our mission from the City of Burlington/West Burlington and Des Moines County.

Together with over 2,600 Ys across the country we are committed to youth development, healthy living and social responsibility.

Our life changing work is financially sustainable through contributions and generated income.

Our Strategic Plan is intended to help us to do what we do best now and into the future.

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# STRATEGIC AREAS OF FOCUS

## 2018 — 2021

Our YMCA strengthens the foundations of our community. We are committed to developing lifelong relationships through youth development, healthy living, and social responsibility.

*But how will we engage all walks of life?*



### YOUTH DEVELOPMENT

#### Focus Area

We believe that all kids deserve the opportunity to discover who they are and what they can achieve. That's why, through the Y, millions of today's youth are cultivating the values, skills and relationships that lead to positive behaviors, better health and educational achievement.

#### Strategy

Our strategy is to focus on expanding our current youth development programs in at-risk locations.

We will also work to build our volunteer base in order to improve our youth outreach potential.

#### Goals

Our first goal is to benefit an increased number of youth in at-risk locations.

Our second goal is to build community partners by working with local schools and organizations to assist with existing youth outreach programs in at-risk locations.



### HEALTHY LIVING

#### Focus Area

The Y is a leading voice on health and well-being. With a mission centered on balance, the Y brings families closer together, encourages good health and fosters connections through fitness, sports, fun and shared interests. As a result, millions of youth, adults and families are receiving the support, guidance and resources needed to achieve greater health and well-being for their spirit, mind and body.

#### Strategy

Our strategy is to improve existing Y programs, as well as develop new programs, that focus on the family unit.

The Y will also organize and host a larger variety of free events and activities that are centered around family fun, as well as a healthy, balanced lifestyle.

#### Goals

Our goal is to encourage healthy lifestyle choices to a larger number of families and individuals. In doing so, we plan to increase attendance at family programs and events.



### SOCIAL RESPONSIBILITY

#### Focus Area

The Y has been listening and responding to our communities' most critical social needs for 160 years. The Y fosters the care and respect that all people need and deserve. Through the Y, 500,000 volunteers and thousands of donors, leaders and partners across the country are empowering millions of people in the U.S. and around the world to be healthy, confident, connected and secure.

#### Strategy

Our strategy is to grow membership, program and contributed revenue in order to meet long term capital equipment needs.

We will also work to build collaborative partnerships, so we can band together to strengthen our community.

#### Goals

Our goal is to facilitate a better understanding of our Annual Community Support Campaign, which will in turn improve community involvement and contribution. We also hope to obtain 1-2 new endowment gifts annually. Funding directly benefits the community by way of financial assistance and facility improvements.

#### BURLINGTON AREA YMCA

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