



# THE SKY FAMILY YMCA STRATEGIC PLAN 2023

## Creating Healthy Families and Communities

### OUR INITIATIVES



#### SUSTAINABILITY

Achieve a higher level of effectiveness where our organization is growing strategically while remaining financially prepared for future opportunities

- Expand membership opportunities

- Engage more donors

- Create & deliver consistent family programs

- Implement formal staff pay scale

- Develop Association risk management plan



#### PEOPLE

Nurture staff and volunteer growth and cultivate greater connectedness to the YMCA mission

- Strengthen staff retention

- Provide expanded volunteer opportunities

- Increase staff engagement survey scores

- Invest in YUSA Leadership Certifications for staff



#### COMMUNITY

Ensure that our organization is meeting the needs of the communities we serve as they evolve and expand

- Deepen community collaboration

- Grow services beyond Y walls

- Cultivate greater connection to Hometown Partners

- Build diverse Association & Advisory boards

### OUR AREAS OF FOCUS

- Expand program sites

- Serve more youth

- Increase quality survey scores

- Increase School test scores



#### YOUTH DEVELOPMENT

To meet the needs of our community and to develop the potential of every child



#### HEALTHY LIVING

To be a leader in providing programs and services that build the health and well being of all

- Engage medical community

- Serve more people in Health Innovations and group exercise

- Harness technology to connect to more people

- Expand corporate wellness



#### SOCIAL RESPONSIBILITY

To strengthen community by expanding our ability to address relevant needs and ensure services for all

- Increase people served in new and existing community needs programs

- Impact more lives through scholarships

- Seek collaborative partnerships

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