



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

STRENGTHENING OUR COMMUNITY

2018 – 2021 STRATEGIC INITIATIVES

By 2021, the YMCA of Metropolitan Milwaukee plans to double the number of people we positively impact through youth development, healthy living and social responsibility.

COMMUNITY IMPACT

WE SUPPORT YOUTH AND FAMILIES THROUGH...



HEALTH & WELLNESS

OUR PLEDGE: To increase the number served through healthy living programs.

The Y is viewed as a **KEY STAKEHOLDER** that influences **HEALTH & WELL-BEING FOR ALL**



YOUTH DEVELOPMENT

OUR PLEDGE: To increase the number served through youth development programs.



To be the **PRIMARY PLACE** for youth during **OUT OF SCHOOL TIME**



SOCIAL RESPONSIBILITY

OUR PLEDGE: To increase the number served to ensure diverse, isolated and underserved communities feel supported by the YMCA.

To strengthen community by **ADDRESSING & CRITICAL ISSUES** **↑ ORGANIZATIONAL CAPACITY** so all segments of society can have access and **THRIVE AT THE Y**

ORGANIZATIONAL CAPACITY BUILDING

WE WILL INVEST IN OUR ORGANIZATION ...



SUSTAINABILITY

To achieve a higher level of status where the organization is respected and thriving

PEOPLE



To encourage staff and volunteer growth and greater connection to the Y mission



MISSION ADVANCEMENT

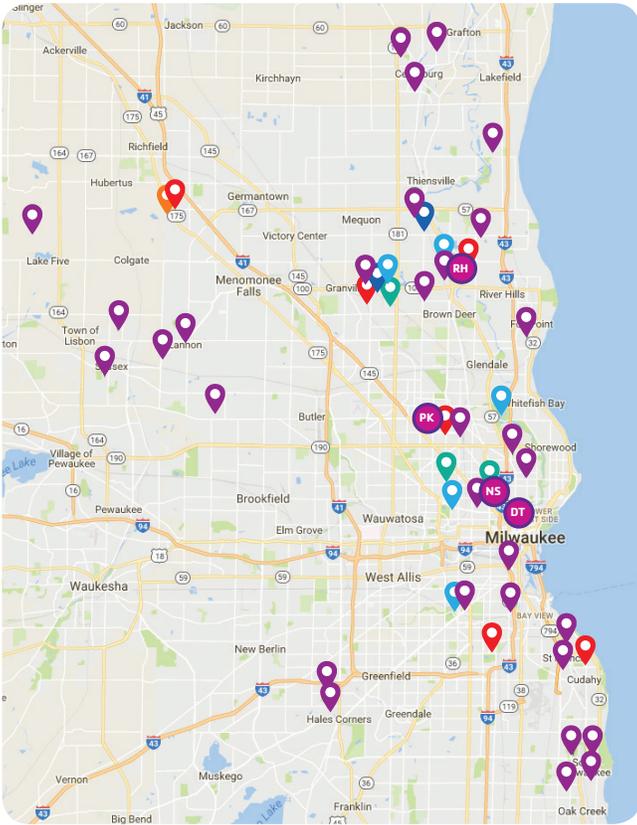
To attract and re-engage donors by sharing our organization's community impact



MEMBERSHIP AND PROGRAM

To ensure that the organization stays relevant for families

LOCATIONS



4
YMCA
BRANCHES



28
BEFORE/AFTER SCHOOL
PROGRAM SITES



1
RESIDENTIAL
CAMP



5
DAY CAMPS
SITES



2
SPECIALTY
CENTERS



2
EARLY CHILDHOOD
EDUCATION SITES



5
SAFETY AROUND
WATER



ONE
ASSOCIATION
dedicated to creating
lasting, positive
change

MISSION

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

VISION

To become recognized as a leading community collaborator that achieves bold results in the areas of youth development, healthy living, and social responsibility, with an emphasis on youth, families and aging adults.

IMPACT

The YMCA of Metropolitan Milwaukee seeks to pursue financial sustainability, maintain our relevance with families, and deepen our community impact with a priority in the city of Milwaukee.

AREAS OF FOCUS



Youth Development: Nurturing the potential of every child and teen



Healthy Living: Improving the nation's health and well-being



Social Responsibility: Giving back and providing support to our neighbors

OUR COMMITMENT TO INCLUSION

The YMCA of Metropolitan Milwaukee is committed to equity and inclusion by ensuring that all members of our community have the opportunity to learn, grow and thrive. We celebrate diversity and effectively engage, connect and advocate for our staff, members, and volunteers which will position us to respond and remain relevant to issues impacting our communities.

YMCA OF METROPOLITAN MILWAUKEE - ASSOCIATION OFFICES

161 West Wisconsin Avenue, Ste 4000 | Milwaukee, WI 53203

414-276-9622 | ymcamke.org