



YMCA OF METROPOLITAN MILWAUKEE

2021–2023 STRATEGIC PLAN

OUR MISSION

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

OUR 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.

OUR VALUES

- Caring
- Respect
- Honesty
- Responsibility

OUR CAUSE

To strengthen the foundation of community

OUR AREAS OF IMPACT

- **Youth Development:** Nurturing and empowering young people to reach their full potential
- **Healthy Living:** Improving individual and community health and well-being
- **Social Responsibility:** Providing support and inspiring action in our communities

OUR COMMITMENT TO INCLUSION

The YMCA 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.

For more information:
ymcamke.org

OUR STRATEGIC ADVANTAGES

- Our **Y brand** with a strong reputation as a faith-based trusted community partner for more than 163 years. We have a legacy of serving individuals and families in communities throughout the Metropolitan area. We see ourselves as an extension of community—the vital fabric that makes us all stronger.
- Our **lens of equity** in all areas of Y work and the **multigenerational approach** and the **depth and breadth of programming and services** for all:
 - Striving to be an anti-racist multicultural organization.
 - Ensuring all youth learn, grow, and thrive.
 - Strengthening the health of our community.

OUR STRATEGIC FRAMEWORK

Youth Development

1. Use a holistic approach to support the socio- and emotional well-being of our community's youth and be a partner and resource for families and parents.
2. Create pathways for measurable success in our expanding our work in early childhood education and out of school time programs.
3. Grow and expand our reach in youth and provide leadership opportunities to develop our next generation of community leaders with a focus on, Miracle League/ People with diverse abilities, and Camp Minikani.

Healthy Living

1. Expand our reach to serve more, engage more through membership acquisition and retention and instill a sense of belonging to the larger community
2. Expand our effectiveness in fighting chronic disease with outcome-based healthy living programs like childhood obesity prevention.
3. Promote life-long healthy living program that fosters connections through fitness, nutrition, sports, and fun, including Workplace Wellness.

Social Responsibility

1. Make progress as an anti-racist, multicultural organization using the equitable community's agenda framework.
2. Create opportunities for leadership development for staff, board, volunteer, and community stakeholders.
3. Position the Y as a convener to bridge all communities for change
4. Secure the resources and partnerships to be able to sustain our organization to serve our communities.