



# STRENGTHENING OUR COMMUNITY

STRATEGIC PLAN 2021-2024  
YMCA OF METROPOLITAN MILWAUKEE



**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.

**VALUES** Caring • Honesty • Respect • Responsibility

**CAUSE** To strengthen the foundation of community.



## 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

**COMMITMENT TO INCLUSION** The Y 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.

## 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 multi-generational 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 CROSS CUTTING STRATEGIES

- Equity and Inclusion
- Membership
- Community Partner and Collaborator

## 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 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 programs 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 convenor to bridge all communities for change.
4. Secure the resources and partnerships to be able to sustain our organization to serve our communities.

## YMCA OF METROPOLITAN MILWAUKEE

345 W. Saint Paul Avenue, Suite 2174, Milwaukee, WI 53203  
414-354-9622 | YMCAMKE.ORG