

CORE IDEOLOGY

VALUES

The essential beliefs that guide our behavior.

- Caring
- Honesty
- Respect
- Responsibility

OUR CAUSE

To strengthen the foundation of community.

MISSION

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

VISION

Our reason for being. How we want to benefit society.

To be a thriving organization that drives positive impact with measurable social and health outcomes in youth development, healthy living, and social responsibility and serves as a transformative model for the Y movement.

STRATEGIC PRIORITIES:

Financial Sustainability, Healthy Community, Youth Development, Social Responsibility

- Protect, strengthen, and reinvest in current branches by growing membership and programs. (Financial Sustainability)
- Drive our position as a health hub through growing the UHA to improve the health of the community and the Y’s financial performance. (Healthy Community and Financial Sustainability)
- Develop a new Central YMCA that includes sustainable Youth Development and Healthy Living programs. (Healthy Community, Youth Development, Financial Sustainability, and Social Responsibility)
- Develop a succession plan for leadership transitions in staff and Board that includes collaboration with other YMCAs for shared services. (Financial Sustainability and Social Responsibility)

“To become and remain great, such organizations must never lose sight of the three stages of discipline: [disciplined people](#); [disciplined thought](#) and [disciplined action](#).”

Source: Jim Collin’s “Good to Great”

LONG-TERM STRATEGIC THINKING

Three Circles of the Hedgehog Concept



SWEET SPOT

Our big, hairy, audacious goal.

The Y’s inclusive high impact and evidence-based programming and status as the premier convener of partners that collectively develop our youth and improve the health of our diverse communities.

ENVISIONED FUTURE

What we’ll look like five years from now

The YMCA of Metropolitan Milwaukee will be a thriving organization where each branch and program site is a community health hub that:

- ✓ has measurable impact

The Y will increase the number of people we serve.

- ✓ is financially strong

The Y will protect, strengthen, and reinvest in current branches by growing membership and programs.

- ✓ is recognized as a trusted community partner and model for other YMCAs.

Our new Central YMCA phase 1 offerings will be fully utilized upon opening and planning for phase 2 will be underway.

The Y leadership, Board of Directors, and staff will reflect the communities we serve and have a pipeline of impressive and committed leaders who will continue to help the Y mission grow.

Our Y will be a convener and catalyst for achieving a more equitable and vibrant community.