



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ADVANCING OUR CAUSE

STRATEGIC PLAN EXECUTIVE SUMMARY

Becoming the leader in youth development, healthy living and social responsibility while advancing our mission.

Our Mission

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

Our Cause

Strengthening Community. We believe that lasting personal and social change only comes about when we all work together to invest in our kids, our health and our neighbors.

Our Methods

Offer high-quality programs and services that develop youth and families, promote healthy living and instill social responsibility.

Our Promise

To work side by side with our neighbors to make sure that everyone, regardless of age, income or background has the opportunity to learn, grow and thrive.

Our Vision

To impact life successes of all individuals, strengthen family bonds, develop youth, promote healthy living and foster a strong sense of belonging and community connectivity through social responsibility.

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STRATEGIC AREAS OF FOCUS 2011-2014

INSPIRING YOUTH

Start children off the way they should go, and when they are old, they will not turn from it.
Proverbs 22:6

For Youth Development

We will provide a safe environment for young people to create life-long experiences, promote character and cultivate a sense of belonging at the Y throughout all stages of life.

We will accomplish this by:

- Defining needs of youth & family.
- Implementing developmental assets, national best practices & proven program designs.
- Measuring impact & quality service through outcome standards.
- Improving communications.



IMPROVING HEALTH

Your body is the temple of God.
I Corinthians 6:19

For Healthy Living

We will provide a path that promotes healthy living among all people to achieve greater overall community health and well-being.

We will accomplish this by:

- Strengthening involvement with Activate America.
- Complete a gap analysis of needs.
- Identifying partners.
- Develop messages to reinforce our Christian emphasis and role in health promotion.



SERVING OTHERS

Serve one another in love.
Galatians 5:13

For Social Responsibility

We will partner with others throughout the community to foster meaningful relationships, serve and support diverse cultures and identify underserved community needs.

We will accomplish this by:

- Create strategic alliances.
- Develop leadership & volunteer opportunities.
- Broaden development efforts.
- Ensure fiscal integrity.
- Cultivate equality by appreciating diversity.

