

YMCA OF UPPER PALMETTO



ENVISIONING OUR FUTURE, SHAPING OUR COMMUNITY

Strategic Plan 2024 – 2026

OUR MISSION IS TO PUT CHRISTIAN PRINCIPLES INTO PRACTICE THROUGH PROGRAMS THAT BUILD HEALTHY SPIRIT, MIND AND BODY FOR ALL.

PURPOSE

The YMCA of Upper Palmetto is a private, not-for-profit membership organization that primarily services York, Lancaster and Chester counties. We seek to broaden an individual's involvement, first from a member or program participant and later to a volunteer, donor and advocate.

IMPACT STATEMENT

The YMCA of Upper Palmetto will be open and accessible to anyone in the community who needs YMCA services or membership amenities. The Y's ultimate goal is to improve a person's quality of life in a caring, welcoming and impactful manner.

AREAS OF IMPACT



OVERARCHING GOAL

Determination of Success

- Community awareness
- Charity of choice
- Known for focus on youth development
- Partnerships with other not-for-profits

OUR VISION FOR THE FUTURE

The YMCA of Upper Palmetto is committed to being an organization that provides high-quality programming for youth development, strategically located YMCA facilities, state-of-the-art health and wellness programs and community-supported strategic partnerships that help improve the quality of life for the residents of York, Lancaster and Chester Counties.

AREA OF IMPACT	KEY OBJECTIVES	SUCCESS MEASUREMENTS
<p>COMMUNITY AWARENESS OF THE YMCA'S OFFERINGS</p>	<p>The YMCA will develop strategies to tell our story.</p>	<ol style="list-style-type: none"> 1. By 2025, the YMCA will have established four major community events helping tell the YMCA's story. 2. Each YMCA branch will host two "open house" community events. 3. Enhance internal/external communication. <ul style="list-style-type: none"> - Establish a monthly association-wide member newsletter highlighting branch information, upcoming events, member spotlights, etc. - Partner with WRHI on "Athlete of the Week" sponsorship. - Invest financial resources into social media Mission Moments and promotions.
<p>COMMUNITY PARTNERSHIPS TO EXPAND OUTREACH</p>	<p>The YMCA will develop connected partnerships with community not-for-profits helping address physical and mental health.</p>	<ol style="list-style-type: none"> 1. The YMCA will establish a formal partnership with the local organization, NAMI - National Association on Mental Illness. 2. Increase the number of members and program participants involved in the YMCA Scholarship program. 3. Develop program opportunities with our local school districts on mental health initiatives.

AREA OF IMPACT	KEY OBJECTIVES	SUCCESS MEASUREMENTS
<p>SERVING FAMILIES THROUGH INNOVATIVE PROGRAMS</p>	<p>The YMCA will develop a series of new and creative programs that are relevant to today's youth.</p>	<p>With a newly hired association-level director, the YMCA will fund, develop and offer the following programs:</p> <ol style="list-style-type: none"> 1. YMCA Leaders Club (Christian emphasis, leadership skills combined with physical fitness) 2. Youth In Government (middle and high school students civics program) 3. Y Achievers (college and career readiness) / YMCA Boys and Young Men of Color (BYMOC)
<p>COMMUNITY HUB FOR VOLUNTEERS</p>	<p>The YMCA will develop and organize a structure that allows us to be a hub for volunteer opportunities in the community.</p>	<ol style="list-style-type: none"> 1. The YMCA will develop and establish volunteer opportunities specific to each YMCA branch. 2. The YMCA will partner with select community organizations to be a designated volunteer hub for promotion, recruitment and training opportunities.

AREA OF IMPACT	KEY OBJECTIVES	SUCCESS MEASUREMENTS
<p>STAFF DEVELOPMENT AND CARE</p>	<p>The YMCA will invest in its people financially, develop succession plans and be known as an employer of choice in the community.</p>	<ol style="list-style-type: none"> 1. The YMCA will develop a salary/wage range structure for all full-time and part-time staff that places the YMCA of Upper Palmetto as a leader in the Southeast/#1 in the state. 2. The YMCA will develop an emergency assistance fund to help staff members in times of financial need. 3. The YMCA will establish a college scholarship fund for employee educational grants.
<p>MEMBERSHIP ENHANCEMENT</p>	<p>The YMCA will model best practices from Ys across the country related to value-added benefits.</p>	<ol style="list-style-type: none"> 1. The YMCA will invest 5% of its annual operating budget across the association annually in the form of branch improvements, repairs and replacements, equipment purchases and new facility additions. 2. The YMCA will identify four YMCA branch locations for extended hour membership usage (Fitness +). 3. The YMCA will develop a "Member Perks" program where YMCA members are able to get discounts at local/regional businesses.