



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

MISSION:

Helping ALL people reach their God given potential in spirit, mind and body.

VISION:

The Cleveland County Family YMCA will **strengthen the foundations of our community** by working in partnership with our neighbors to ensure that ALL people have the opportunity to **learn, grow and thrive.**

Our YMCA is a faith based organization that reaches thousands of children and families through life-enriching services. We will focus on three areas of impact which will guide our organization over the next 5 years.

AREAS of IMPACT:

- YOUTH DEVELOPMENT
- HEALTHY LIVING
- SOCIAL RESPONSIBILITY

GUIDING VALUES

We believe that youth development, healthy living and social responsibility are formed by our willingness to live the core values of **Caring, Honesty, Respect, Responsibility and Faith.**

- We believe that **Christian principles** are the foundation to all that we do
- We believe in the power of **family** as the means for sharing culture, values, and traditions.
- We believe that all people are children of God and have **unlimited potential.**
- We believe that as a membership organization, we will be **member focused** and make everyone feel welcomed, included, respected and challenged.
- We believe that focusing on **relationships** creates a sense of belonging.
- We believe that promoting a generous spirit and a common purpose strengthen **communities.**
- We believe in the power of **partnerships** and that we will both lead and collaborate in serving communities in need.
- We believe in demonstrating **accountability and transparency** in our efforts
- We believe in having **fun** in all that we do.



AREAS of IMPACT

- 1. Youth Development** – All kids deserve the opportunity to discover who they are and what they can achieve. The Y will strive to ensure that the youth today are cultivating the values, skills and relationships that lead to positive behaviors, better health and educational achievement.

The Y will support excellence in design and delivery of signature programs enabling personal growth in spirit, mind and body.

- Youth Sports (A)
- Day Camp and After School (C)
- Youth Wellness (E)
- Aquatics (B)
- Teens & Service Learning (D)
- Golf (F)

- *The Search Institute's 40 Developmental Assets provide the framework for youth serving programs at our Y. Intentional program design instills assets and supports the healthy development of children and teens through a culture rich in YMCA values.*

- 2. Healthy Living** – The Y is a leading voice on health and well-being. With a mission centered on balance, the Y brings families closer together, encourages good health and fosters connections through fitness, sports, fun and shared interests. The Y will make certain that adults and families are receiving the support, guidance and resources needed to achieve greater health and well-being for their spirit, mind and body.

The Y will support excellence in design and delivery of signature programs enabling personal growth in spirit, mind and body.

- Adult Sports (G)
- Membership Growth (H)
- Corporate Wellness (I)
- Prevention of Chronic Disease (J)
 - o Diabetes prevention
 - o Youth Obesity
 - o Cancer Support
 - o Cardiac Support

- 3. Social Responsibility** – The Y has been serving the region for almost 20 years, and whether developing skills or emotional well-being through education and training, welcoming and connecting our community through programs, or building healthier communities through collaborations, the Y fosters the care and respect all people need and deserve. The Y will rally volunteers, donors, leaders and partners across our community to focus on empowering all people to be healthy, confident, connected and secure.

The Y will support excellence in design and delivery of signature programs enabling personal growth in spirit, mind and body.

- Engage Underserved Communities (K)
- Donor Engagement (M)
- Staff Development (O)
- Strengthen Families (Q)
- Drowning Prevention/Water Safety (L)
- Board & Volunteer Development (N)
- Closing the Minority Academic Achievement Gap (P)

Capacity Building Strategies

Capacity Building Strategies have an internal focus to support, expand and deliver Areas of Impact outcomes.

1. PROGRAM DEVELOPMENT

The Cleveland County Family YMCA will increase program revenue by growing our program offerings, re-evaluate and strengthen our current programs and strive toward a more innovative approach, while maintaining a focus on strengthening families and creating healthy lifestyles.

2. MEMBERSHIP DEVELOPMENT

The Cleveland County Family YMCA will grow our membership by focusing on building member loyalty. We will accomplish this through relationship building, connecting our members to mission and to each other, and through exceptional member experiences that will enhance our member's Physical, Spiritual, and Emotional growth.

3. OPERATIONAL MANAGEMENT

The Cleveland County Family YMCA will focus on enhancing our procedures and protocols that will develop resources and create opportunities for the future of our YMCA.

- Finance and Accounting
- Technology and Information Systems
- Property and Risk Management

4. LEADERSHIP DEVELOPMENT

The Cleveland County Family YMCA will build a stronger staff and volunteer partnership as we work on creating a relationally driven and a more culturally competent and engaged organization.

5. MARKETING & COMMUNICATIONS

The Cleveland County Family YMCA will provide clarity and consistency in communicating the Y's promise so that friends, members and the community can fully understand our impact and find reason to engage and connect.

6. FINANCIAL DEVELOPMENT

The Cleveland County Family YMCA will be a leader in attracting philanthropic financial support and investment to enable the Y to fulfill its commitment to inclusion and accessibility and to fund future growth.

- Annual, Capital and Endowment Development