



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# 2020 VISION

Strategic Plan  
YMCA OF SOUTH HAMPTON ROADS



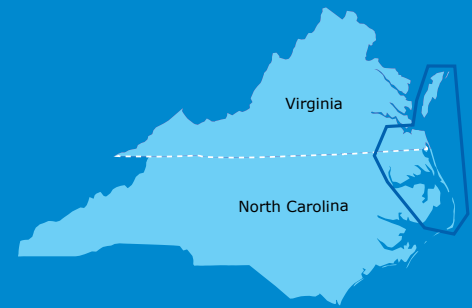
# 2020 VISION

## Strategic Plan

### YMCA OF SOUTH HAMPTON ROADS

The YMCA of South Hampton Roads has improved the spiritual, mental, and physical health of hundreds of thousands of people over the last 125 years. The YMCA continues to serve our community through many of the current memberships, programs, and services.

The 2020 Vision of the YMCA of South Hampton Roads is to strengthen the foundations of our community by increasing the number of healthy families.



Over the next five years the YMCA is committed to producing significant, measurable results for over 250,000 people annually in our service area using three strategic priorities as our guide:

- Community Health & Well-Being
- Academic Performance & Leadership
- Service to Others

## FOR YOUTH DEVELOPMENT

### Nurturing the potential of every child and teen

We believe that all kids deserve the opportunity to discover who they are and what they can achieve. That's why, through the Y, millions of youth today are cultivating the values, skills and relationships that lead to positive behaviors, better health and educational achievement.

### Academic Performance & Leadership

The YMCA of South Hampton Roads will nurture the potential of 50,000 youth and teens by:

- Measurably improving academic performance of children in YMCA programs
- Expanding opportunities for children to go to camp
- Building tomorrow's leaders by teaching important life skills through The First Tee of Hampton Roads and other YMCA youth programs

### MEASURING SUCCESS

- YMCA summer camps and before & after-school programs enroll 10,000 kids annually
- 75% of parents report children participating in YMCA youth development programs perform half a letter grade better in school
- Youth program participation increases by over 20%



# FOR HEALTHY LIVING

## Improving our nation's health and well-being

In communities across the nation, 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. As a result, millions of youth, adults and families are receiving the support, guidance and resources needed to achieve greater health and well-being for their spirit, mind and body.

### Community Health & Well-Being

The YMCA of South Hampton Roads will lead the vision of significantly improving our community's health and well-being by partnering with local and national organizations to bring cost-effective, accessible programs for healthy living. We will engage 250,000 people in a more active and healthier lifestyle by:

- Reducing risk factors associated with chronic disease such as diabetes and hypertension
- Incorporating active participation through sports, recreation, and active play in all youth development programs to help reduce youth obesity
- Expanding restorative health programs and services for cancer patients and people recovering from serious medical conditions and procedures

### MEASURING SUCCESS

- Initiate new Diabetes Prevention Program serving 1,000 people annually
- YMCA members and participants actively engaged in health initiative programs increases by 24,000 people annually
- Increase health collaborations and partnerships with local and national organizations





# FOR SOCIAL RESPONSIBILITY

**Giving back and providing support to our neighbors**

The Y has listened and responded to our communities' most critical social needs for 160 years. Whether developing skills or emotional well-being through education and training, welcoming and connecting diverse demographic populations through global services, or preventing chronic disease and building healthier communities through collaborations with policymakers, the Y fosters the care and respect all people need and deserve. Through the Y, 500,000 volunteers and thousands of donors, leaders and partners across the country are empowering millions of people in the U.S. and around the world to be healthy, confident, connected and secure.

## Serving Others

The YMCA of South Hampton Roads will provide people opportunities to give their time and resources in support of community needs through:

- YMCA members providing 250,000 volunteer hours to give back and provide support to our neighbors and local communities
- Annual giving increasing by \$1,000,000
- YMCA Endowment Fund growing to 150 members and over \$4,000,000 in assets
- Expanding community impact by providing 1 in 3 member households monthly scholarship assistance

## MEASURING SUCCESS

- Enable over 30,000 children and adults, through scholarship assistance, to become members of the Y each year
- Assets in the YMCA Endowment Fund increase by \$2,000,000
- Annual Giving increases by 50% to expand the social impact of the Y

## Our Mission

Our mission is to put Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all.

## Our Cause

Our cause is to strengthen the foundations of community.

## Our Values

Our core values are Caring, Honesty, Respect, Responsibility and Faith.

**YMCA OF SOUTH HAMPTON ROADS**

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