



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

GROWING STRONGER TOGETHER

MEETING WATERS YMCA Strategic Plan 2013 and Beyond

We are part of a larger movement—anchored in more than 10,000 neighborhoods and towns nation-wide—committed to strengthening the foundations of community.

The Y has the long-standing relationships and history of impact not just to promise, but to deliver, lasting personal and social change. We are a powerful association of men, women and children from all walks of life joined together by a shared passion to strengthen the foundations of community with a commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. Though the world may be unpredictable, one thing remains certain – the Y is, and always will be, dedicated to building healthy, confident, connected and secure children, adults, families, and communities.

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.

Healthy Living *Improving our Communities' Health and Well-Being*

The Y is a leading voice on health and well-being. We bring families closer together, support healthy lifestyles, and encourage communities—and their institutions—to improve supports for “the healthy choice.”

Social Responsibility *Giving Back & Providing Support to Our Neighbors*

Across the country, the Y helps people give back and assist their neighbors by offering opportunities to volunteer, advocate and support programs that strengthen community. Together, through involvement with the Y and collaborations with policymakers, we are able to address many of the most critical social issues facing our communities.



Our Community Impact Promise...

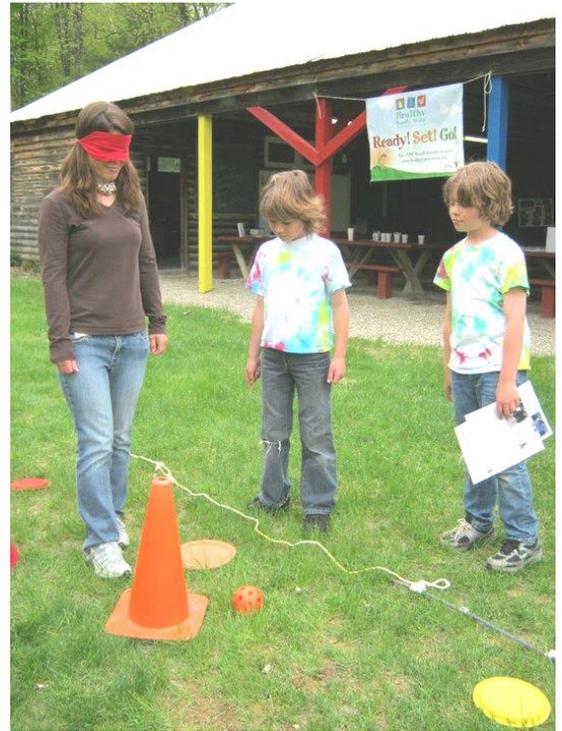
Meeting Waters YMCA advances youth development, healthy living, social responsibility, and family strengthening for all in our communities.

To do this . . .

- We will meet the needs of our communities' youth, teens and families while making programs and services accessible to all.
- We will have an effective and efficient model for governing, leading and sustaining our organization in a large service area.
- We will be committed to our long-term financial sustainability and remaining vital and relevant to our communities.

To do this, our strategies will include...

- Creating and sustaining programs and opportunities that meet community needs and that support the Y's cause in youth development, healthy living, social responsibility and family strengthening.
- Effectively promoting and communicating the MWYMCA's community impact, values-based programs, and stories of its charitable mission.
- Developing and maintaining a comprehensive governance structure of engaged volunteers that reflect MWYMCA's broad and diverse service area.
- Creating a year-round, volunteer-driven culture of philanthropy grounded in Y best practices to ensure the ongoing legacy of MWYMCA.
- Diversifying the Y's revenue mix, with an emphasis on expanding local charitable giving, in order to create a balanced financial model that will sustain the Y over the long-term.



Highlights of Our Goals:

- **Through marketing and public relations we will inform our communities of the Y's mission advancement and positive impact on the population.**
- **Our volunteer-led financial development efforts will engage our program participants and community at large to contribute financially to our cause-driven charitable organization in order to provide scholarship opportunities and carry out our mission.**
- **We will ensure operational sustainability through revenue diversity and strict fiscal management while maintaining a strong commitment to providing high quality services and programs.**
- **We will identify, cultivate and recruit volunteers for governance, financial development and other organizational needs from communities throughout our vast service area.**

Meeting Waters YMCA

Strengthening the foundations of community in the Brattleboro, Bellows Falls, Springfield and Fall Mountain regions