

Central Y 933 Mentor Avenue, Painesville OH 44077



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



OUR CAUSE IN ACTION

2016-2018 Strategic Plan
LAKE COUNTY YMCA

**At the Y, strengthening
community is our cause.**

With a commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility, the Y ensures that every individual has access to the essentials needed to learn, grow and thrive.

www.lakecountnymca.org



West End Y 37100 Euclid Avenue, Willoughby, OH 44094

East End Y 730 N. Lake Street, Madison, OH 44057

Outdoor Y 4540 River Road, Perry, OH 44081

OUR MISSION

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

OUR IMPACT

The Lake County YMCA serves as a foundation for promoting youth development, healthy living and social responsibility by being responsive to the diverse needs of our community and offering the best-in-class programs that connect individuals and empower them to achieve their goals in an inclusive environment.

OUR PROMISE

No one will be turned away due to an inability to pay.



The Y's Big Question

How do we create community impact that both advances our mission and improves all facets of community health that will make a difference in improving the quality of life in Lake County?

The Y's Criteria for Making Strategic Decisions

Any strategy we undertake will...

- Advance our Mission
- Be financially feasible and fiscally responsible
- Be measurable in numbers and impact throughout the organization
- Be a documented need that we are in a position to fulfill
- Be realistic in timeline and scope
- Consider building on or developing new collaborations or partnerships
- Insure it adds value to the community and define how it does
- Be well written, clear and concise to all audiences



Organizational Impact Strategy

- Effectively **communicate our mission** and impact to our communities we serve
 - Develop strong community relationships
 - Improve branding & messaging
- Expand meaningful **collaborations** with others to strengthen our impact
 - Create facility collaborations
 - Grow program collaborations in community health, senior programming, youth health and education
 - Improve focus on facilities, delivery of high quality programs and enhance member experience
- Improve **member experience** and engagement
 - Develop cause driven leaders, staff and volunteers
 - Enhance Program Development
- Strengthen our short term and long term **sustainability**
 - Improve operational performance
 - Strengthen our Annual Campaign
 - Implement a Capital Campaign
 - Expand our Endowment



COMMUNICATE COLLABORATE CONNECT CAPACITY