

MISSION

To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

VISION, VALUES, & GUIDING PRINCIPLES

The Lake County YMCA is a values-based partnering organization that prepares, supports, and encourages all children, families, and communities to develop healthy and active lifestyles. Its core values assist individuals to grow in caring, honesty, respect and responsibility. No one is turned away from the YMCA for an inability to pay.

STRATEGIC GOALS

Health and Well Being

Differentiate the Lake County YMCA through the Activate America initiative and continue to be the premier health & well-being provider for persons of all ages.

- ▽ Strengthen member involvement
- ▽ Increase membership
- ▽ Address childhood, adult, and boomer health and well-being

Leadership Development

Recognizing human resources as our most important asset, the Lake County YMCA will pursue, develop and retain dedicated staff and volunteers who reflect the changing diversity in our communities.

- ▽ Implement a staff development process to identify future leaders
- ▽ Establish a system of acquiring and developing volunteer leaders within the Association
- ▽ Expand the Association's position in the community as a leadership organization

Contributed Revenues

The Lake County YMCA is committed to increasing contributed income in order to advance association initiatives that strengthen our mission of service to all, regardless of their inability to pay.

- ▽ Develop a comprehensive plan that increases contributed support
- ▽ Create a planned giving program to increase endowment
- ▽ Initiate and develop a case for a capital campaign

Facility Enhancements

The Lake County YMCA is committed to the development and enhancement of our facilities to meet current and future needs of the communities we serve.

- ▽ Create a multi-year facility plan
- ▽ Identify opportunities to partner with others for programs and services

Image / Awareness

Position the Lake County YMCA as a community-based, charitable organization that communicates its purpose through building strong kids, strong families and strong communities.

- ▽ Enhance the image of the Lake County YMCA
- ▽ Improve communications to extol the benefits of YMCA membership
- ▽ Increase awareness of the Lake County YMCA