



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

BUILDING BRIGHT FUTURES

STRENGTHENING THE FOUNDATIONS OF COMMUNITY

2012-2017 STRATEGIC PLAN
YMCA of Arlington



www.ymca-arlington.org

BUILDING BRICK



STRENGTHENING THE FOUNDATIONS OF COMMUNITY

YMCA Vision

To be a catalyst for improving the quality of life in our community.

YMCA Mission

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

YMCA Cause

To strengthen the foundations of our community.

YMCA Values

Caring, honesty, respect, responsibility and faith.

BRIGHT FUTURES

Dear Friends:

The YMCA of Arlington has strengthened the foundations of our community since 1958. This strategic plan, "Building Bright Futures," charts our course for the next five years, 2012-2017, positioning our organization to serve more people as we endeavor to develop youth, encourage healthy living and connect neighbors to neighbors.

The YMCA's mission, "To put Christian principles into practice through programs that build healthy spirit, mind and body for all," guides everything we do. Our core values, "caring, honesty, respect, responsibility and faith," are central to who we are. In short, the Y is a cause-driven organization that strengthens the foundations of community.

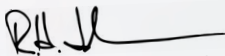
This plan will position our Y to address a number of critical community issues:

- **Youth Development** – nurture the development of youth and teens
- **Healthy Living** – improve health and well-being and strengthen families
- **Social Responsibility** – provide opportunities for neighbors to give back to their community

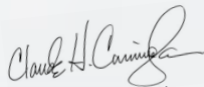
This plan will also engage and connect Y members to our cause...to strengthen the foundations of community.

We invite you to help us strengthen our community and to become our partner in "Building Bright Futures."

Sincerely,



Rodney H. Johnson, Chair
Strategic Planning Committee



Claude H. Cunningham, Ed.D.
Chair, Board of Directors



Roberto E. Aguirre
President/CEO



STRATEGIC IN

YOUTH DEVELOPMENT

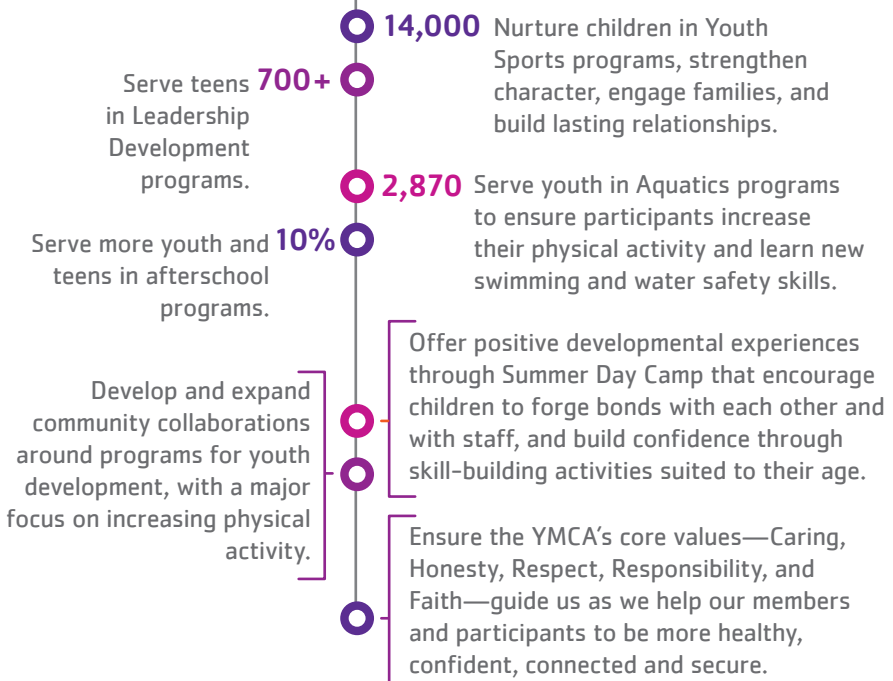
Nurturing Youth and Teens

All kids and teens have great potential. At the Y, we work every day to help them set and achieve their personal and educational goals through programs such as Afterschool Childcare, Leadership Development, Youth Sports and Summer Day Camp. Our Y prepares youth for success in school and life by providing education support, along with the physical and emotional guidance they need to learn, grow and thrive.

OBJECTIVES

- Serve an increasing number of youth through a wide variety of physical activities, arts, youth development and leadership programs.
- Teach water safety and aquatic skills to youth.
- Secure the resources needed to reach and serve more kids.
- Offer Afterschool Childcare designed to help kids succeed, developmentally and academically.
- Nurture the potential of children through Youth Sports.
- Provide opportunities for every youth and teen to develop to their fullest potential.

Success Measures

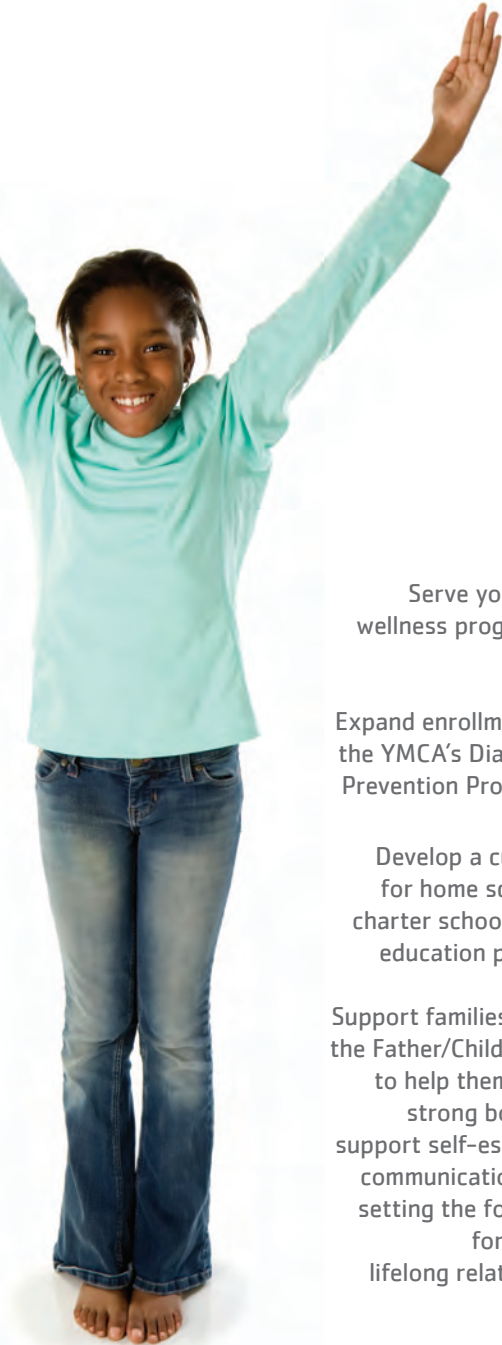


INITIATIVES

HEALTHY LIVING

Improving health and well-being and strengthening families

By helping people understand that being healthy is more than simply being physically active, the Y will be a community leader in creating a healthier community and promoting the benefits of living healthier on the inside as well as the outside—bringing about a balance in spirit, mind and body.



OBJECTIVES

- Engage youth and adult health seekers in holistic health improvement.
- Be a convener in community health initiatives.
- Be a leader in supporting and strengthening families.

Success Measures

- **250** Offer youth physical activities to combat childhood obesity.
- **532** Serve youth in wellness programs.
- **8,881** Serve participants in Active Older Adult programs, providing a sense of belonging and a network of friends who provide supportive communities for sustained health and well-being.
- **100** Expand enrollment in the YMCA's Diabetes Prevention Program.
- Develop a curriculum for home school and charter school physical education programs.
- Support families through the Father/Child program to help them develop strong bonds that support self-esteem and communications skills, setting the foundation for positive, lifelong relationships.
- Develop a comprehensive outdoor education program for youth.

STRATEGIC INITIATIVES

SOCIAL RESPONSIBILITY

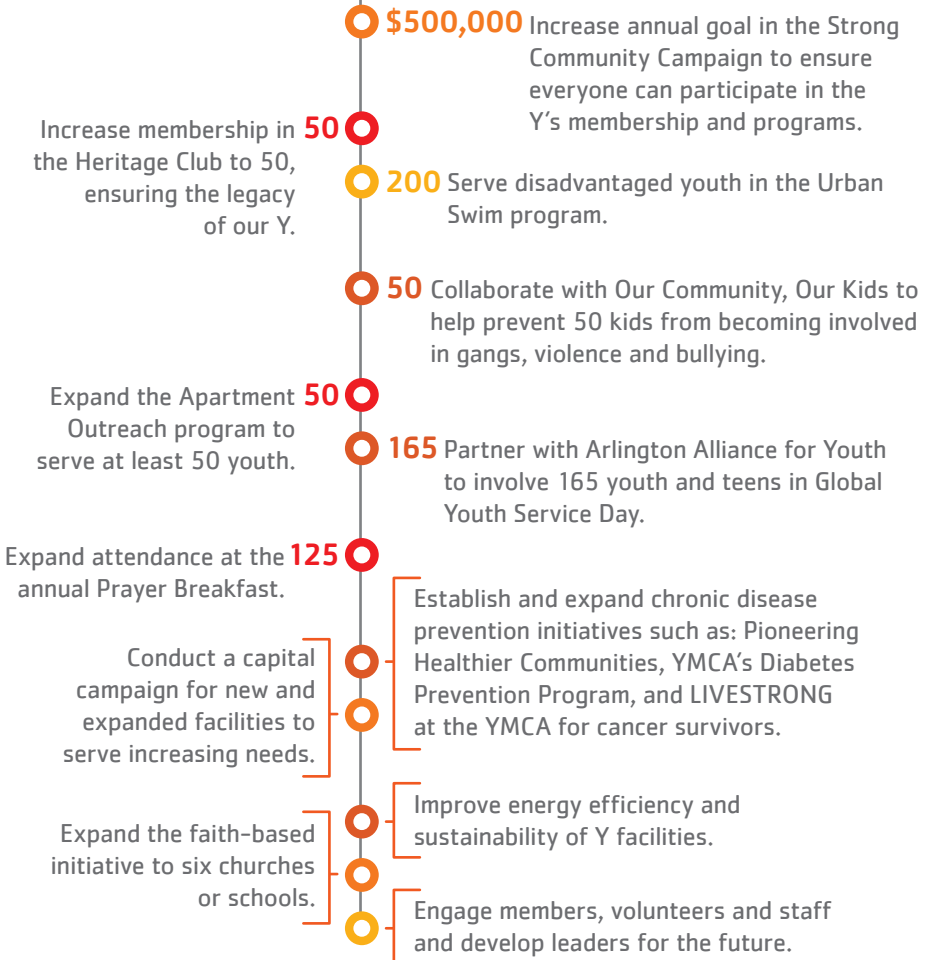
Giving back, developing leaders and supporting neighbors

The generosity of others is at the core of the Y as a cause-driven organization. We provide opportunities for neighbors to help neighbors develop a sense of community, ensuring that everyone can learn, grow and thrive.

OBJECTIVES

- Increase annual contributed income and provide for the legacy of the YMCA.
- Engage more Y members in volunteerism.
- Develop leaders for the future.
- Expand and enhance outreach programs and collaborations that support our community.
- Decrease energy consumption at Y facilities.

Success Measures



CAUSE-DRIVEN MEMBERS

SOCIAL RESPONSIBILITY

Connecting members to our cause

The Y is a membership organization, comprised of people who come together with the common goal to not only improve their lives, but to strengthen the foundations of our community. Our Y is committed—consistent with our Christian heritage—to ensuring that everyone, regardless of age, religion, income or background, has the opportunity to benefit from Y membership and programs.



OBJECTIVES

- Engage more families, adults and seniors in Y membership.
- Communicate the Y's charitable mission to members and the community.
- Expand Y membership, programs and facilities to the Mansfield community.

Success Measures

Achieve "excellence" or **50%** better rating on overall member satisfaction.



10% Grow full-privilege membership.

Establish a storefront facility in Mansfield to meet emerging needs.



57.6% Increase full-privilege member retention.

Collaborate with others to establish a Y presence in East Arlington.



47% Ensure members recognize the Y as a cause-driven organization.

Use marketing, public relations and social media strategies to build awareness of the Y as a cause-driven organization.



Conduct a capital campaign to provide a full-facility branch in Mansfield.



Effect a corporate name change to ensure our Y is welcoming to all of the communities we serve.

YMCA of Arlington

Corporate Offices

1148 W. Pioneer Pkwy. Suite H
Arlington, TX 76013
817-299-9629
817-299-9631-f

www.ymca-arlington.org

Central Branch

2200 S. Davis Drive
Arlington, TX 76013
817-274-9622
817-277-4719-f

Cooper Street Branch

7120 S. Cooper Street
Arlington, TX 76001
817-419-9629
817-419-9640-f

North Branch

1005 Skyline Drive
Arlington, TX 76011
817-548-9622
817-548-9627-f

Childcare

1148 W. Pioneer Pkwy. Suite H
Arlington, TX 76013
817-275-8418

Sports

2200 S. Davis Drive
Arlington, Texas 76013
817-801-1400