



STRATEGIC PLAN





OUR VISION

Recognize the YMCA of the Pikes Peak Region as the organization of choice serving the community's health, wellness, social and recreation needs.

Imagine the Y as the collaborative partner of choice with healthcare providers.

Deepen relations with existing collaborations and actively seek strategic partners to further the Y mission throughout the region.

Offer every child the opportunity to belong to the Y through a collaborative venture involving partners that purposefully address the continuing rise of youth obesity, sedentary habits and social disconnectedness.

Empower volunteers and staff to advocate, inspire and impact our community through continued development.





OUR CAUSE

Strengthen community through youth development, healthy living and social responsibility.

STRATEGIC IMPERATIVES

Be the leader in the community driving transformational and sustainable healthy lifestyle change

Strengthen our position as the community's leading non-profit, charitable organization

Develop and strengthen leaders from youth to adults

STRATEGY 1

Seek and develop opportunities to work with leading agencies/ organizations that influence health and well-being

Embrace and support association goals, strategies and vision through cultivation and development of staff and volunteers

Serve and engage the entire family through programs, new opportunities and new experiences

STRATEGY 2

Improve retention and increase membership experience, reach, participation and engagement

Enhance the community's understanding and/or knowledge of the cause of the YMCA

Serve, engage and enrich the quality of life for adults across their lifespan

STRATEGY 3

Serve our community through innovative and evidenced based healthy living programs

Be the leader in creating key strategic partnerships that address critical community needs

Serve and engage youth and teens in YMCA activities



OUR CAUSE

At the Y, strengthening community is our cause. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors. That's why we focus our work in three areas: youth development, healthy living and social responsibility.



OUR CORE VALUES

Caring, honesty, respect, and responsibility

OUR MISSION

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

