



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

GROWING STRONGER TOGETHER

YMCA OF VINCENNES Strategic Plan

Strengthening our Knox County community. The Y is unparalleled in strengthening community because we are the community. Together with you, your family and your neighbors, the Y strengthens communities by promoting youth development, healthy living and social responsibility. The Y has done this for more than 160 years already—100 years right here in Knox County—and we're determined to keep doing it. As the nation's leading nonprofit, the Y works side-by-side with our neighbors here and in 10,000 communities throughout the U.S. to make sure that everyone, regardless of age, income or background, feels welcome and has the opportunity to learn, grow and thrive. As we continue our mission of putting Christian principles into practice through programs that build healthy spirit, mind and body for all, the Board of Directors has identified three areas for the Y to focus its efforts over the next few years.

Community Collaboration

Identifying the social and health needs of Knox County. Forming collaborative relationships to make Knox County a healthier community.

Enhance the Member Experience

Listening to our members. Creating a YMCA experience that is invigorating, inclusive and valuable so more people are committed to staying active, reducing chronic disease and improving their overall health and well being.

Financial Sustainability

The Y is dedicated to building healthy, confident, connected and secure children, adults, families and communities. Every day our impact is felt when an individual makes a healthy choice, when a mentor inspires a child, and when a community comes together for the common good. We must ensure we are able to continue this life-changing work and support our neighbors for future generations.





STRENGTHENING OUR COMMUNITY

We want to strengthen our community by

.... helping everyone in Knox County develop the skills and relationships to be healthy, confident and connected to others. Parents desire a safe environment in which children can learn practical and social skills and develop positive values. Kids want to exert energy, discover who they are and what they can achieve, and be accepted among each other. Adults want to learn more, do more, and be healthier. We nurture life lessons in kids, foster health and well-being among people of all ages, bring people together to pursue passions old and new, and provide mutual support for everyone.

To begin, we'll focus on...

... working with local organizations to better the health and well-being of Knox County, enhancing our member service so everyone feels welcomed and valued, improving our communication, and securing a strong Y legacy.

By doing so,

... we will identify the most critical social and health needs in Knox County to determine where we should focus our efforts. We will increase opportunities for our members to share their thoughts and ideas so that they are engaged and supported. We will provide greater access for all to the Y by changing our membership categories to better reflect our community. We will upgrade our website and expand our use of technology so you'll always know the latest news. We will revitalize our building and equipment and begin to prepare for a capital campaign. Through increased generosity of donations from our friends in the community, we will secure our future and a YMCA for today and tomorrow.



MEASURING IMPACT

Members will feel welcome, engaged and valued.

Members are proud to be a part of our family and enjoy our menu of programs and services.

Collaborations will expand to meet the needs found in our community assessment.

We will raise \$150,000 annually by 2015 to reach more of Knox County through financial assistance.

We will ensure the Y is financially viable for future generations.

YMCA OF VINCENNES

2010 College Avenue, Vincennes IN 47591

P 812-895-9622 www.vincennesymca.org