

# We've got a game plan, too.

## 2008 – 2011 Strategic Plan: Goals and Strategies

At the Missoula Family YMCA, our reason for being is an important one: strengthening kids, families, and our community so that they can all live to their fullest potential. It may sound lofty. But actually, it happens every day. Especially with dedicated people and a solid plan, like the one we've printed for you here. This plan consists of four main objectives. We like to think of them as promises—a pledge we make to you, our members and our community to:

1. Promote and support healthy lifestyles
2. Support families and help youth develop to their fullest potential
3. Strengthen communities through leadership
4. Build support through strong and lasting friendships

Please see the back of this document, where we have outlined the strategies we will use to fulfill these promises. If you have any questions, please don't hesitate to call me at 721-YMCA (9622). Thank you for your continued support of the Missoula Family YMCA.



*David Ports, CEO  
Missoula Family YMCA*



**Belong.**

## I. PROMOTING AND SUPPORTING HEALTHY LIFESTYLES

Goal: Recognizing that it is difficult for families and community members to adopt healthy lifestyles, the YMCA will increase its commitment to promoting health and wellness, and expand involvement through membership by at least 50% by 2011.

- Strategy #1:** Improve the health of our community by increasing support for health seekers through Activate America®.
- Strategy #2:** Promote health and wellness by adding an educational component to all programs, to help develop and sustain healthy lifestyles.
- Strategy #3:** Identify opportunities to develop programs in neighborhoods and communities in the greater Missoula area.
- Strategy #4:** Expand and improve programs and services and increase collaborations with community agencies to better serve all people, including older adults and people with disabilities.
- Strategy #5:** Adopt best practices for the long-term care of capital assets to ensure the safety and well-being of our members and participants.

## II. SUPPORTING FAMILIES AND HELPING YOUTH DEVELOP TO THEIR FULLEST POTENTIAL

Goal: Because of today's economic realities, youth and families, regardless of income and structure, are in danger of losing the day-to-day support they need to develop positive skills and values. Therefore the YMCA will increase participation in youth development programs by 50% by 2011.

- Strategy #1:** Increase opportunities for families to participate in safe, high-quality, and affordable childcare.
- Strategy #2:** Collaborate with community agencies to strengthen existing programs and create innovative initiatives that provide the positive developmental assets children need to succeed.
- Strategy #3:** Develop opportunities for families to participate in programs together.

## III. STRENGTHENING COMMUNITIES THROUGH LEADERSHIP

Goal: The YMCA will continue its leadership role in the community—collaborating with other organizations—and address at least one community issue impacting youth and families each year.

- Strategy #1:** Seek new partnerships to achieve each of its goals.
- Strategy #2:** Engage members and participants in community-wide and global issues affecting youth and families.
- Strategy #3:** Increase participation from underserved areas to better reflect the community's economic demographics.
- Strategy #4:** Explore and implement new energy-efficient technologies to better maintain the existing facility, and any new facilities, while reducing costs.
- Strategy #5:** Develop and implement effective human resource and risk management strategies to ensure meaningful and lasting experiences for members, participants, staff and volunteers.

## IV. BUILDING SUPPORT THROUGH STRONG AND LASTING FRIENDSHIPS

Goal: In order to ensure financial accessibility for all, especially youth and families, and to support our work, the YMCA will increase contributed income to equal 20% of the operating budget, and will implement an active endowment development program with a goal of at least 50 Heritage Club members by 2011.

- Strategy #1:** Increase funds raised through annual Partners With Youth campaign to equal 10% of operating budget.
- Strategy #2:** Increase contributions from major donors, foundations and corporations.
- Strategy #3:** Develop a planned giving program to identify, encourage and recognize gifts to our endowment.
- Strategy #4:** Increase sponsorship support for special events and YMCA programs.

*Thank you for your interest in the 2008 – 2011 Strategic Plan. If you have any questions, please call us at 721-YMCA (9622).*