

INNOVATE. GROW. IMPACT.

STATELINE FAMILY YMCA STRATEGIC PLAN 2024-2026

OUR MISSION

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

OUR VALUES

Caring. Honesty. Respect. Responsibility.

OUR CAUSE

At the Y, we strengthen community. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income, cultural background, sexual or gender identification, or race has the opportunity to learn, grow, and thrive.

OUR IMPACT

To ensure the Stateline Community has the support and resources needed for everyone to reach their full potential through internal programs and services along with external partnerships.

WHAT GUIDES US

OUR FOUR C's

COMMUNICATE

We will communicate clearly, frequently, and in a way that caters to the audience's needs.

CARE

We will care about each person we interact with, meeting needs and helping to find solutions.

CONNECT

We will make meaningful connections with our peers, members, and community by getting to know them.

CURIOSITY

We believe curiosity is the spark behind every great idea or interaction. Inquire. Explore. Discover.



WHAT WILL WE DO FOR OUR COMMUNITY, AND HOW WILL WE DO IT?



YOUTH ACHIEVEMENT

To champion & support youth achievement and well-being in order to develop the next generation of changemakers.

- The Y will provide opportunities and foster partnerships that encourage youth to learn and grow into thoughtful, life-ready individuals.
- The Y will position itself as a leading resource to improve the quality of life for Stateline children through sports, aquatics, and family programming.



COMMUNITY LEADERS

To create cause-driven community leaders through the development, recruitment, and retention of staff & volunteers.

- The Y will reflect the community in recruitment and retention of staff and volunteers with a focus on community needs and diversity.
- The Y will create an environment that supports meaningful work through leadership development and positive workplace culture.
- The Y will position itself within the community by sustaining and nurturing strategic community relationships, both existing and new, to afford opportunities for leadership development.



THE Y EXPERIENCE

To optimize organizational reach and impact through exceptional facilities and the Y experience.

- The Y will leverage its resources, values, and history in the Stateline to provide programs and amenities that align and keep pace with trends and community needs.
- The Y will identify and implement ways in which to increase value and affordability of Y memberships and programs for the Stateline community.
- The Y will critically analyze existing facilities and land, and develop a plan that maximizes capacity for positive experiences which appeal to the diverse needs and preferences of the community.