



ENVISIONING OUR FUTURE IMPACT ON OUR COMMUNITY

STATELINE FAMILY YMCA
2021-2023



STRATEGIC PLANNING COMMITTEE

- Jon Agnew, Y of the USA
- Susan Bond, Kerry
- Chelsea Bouback, Stateline Family YMCA
- Seth Frisbee, TRICOR Insurance
- Ann Hankins, Stateline Family YMCA
- Rob Hendrickson, Frito-Lay
- Monica Krysztopa, School District of Beloit
- Danielle Marx, Stateline Family YMCA
- Ann Matuska, Stateline Family YMCA
- Aimee Pindral, Stateline Family YMCA
- Mark Rand, Stateline Boys & Girls Clubs



OUR MISSION

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

OUR VALUES

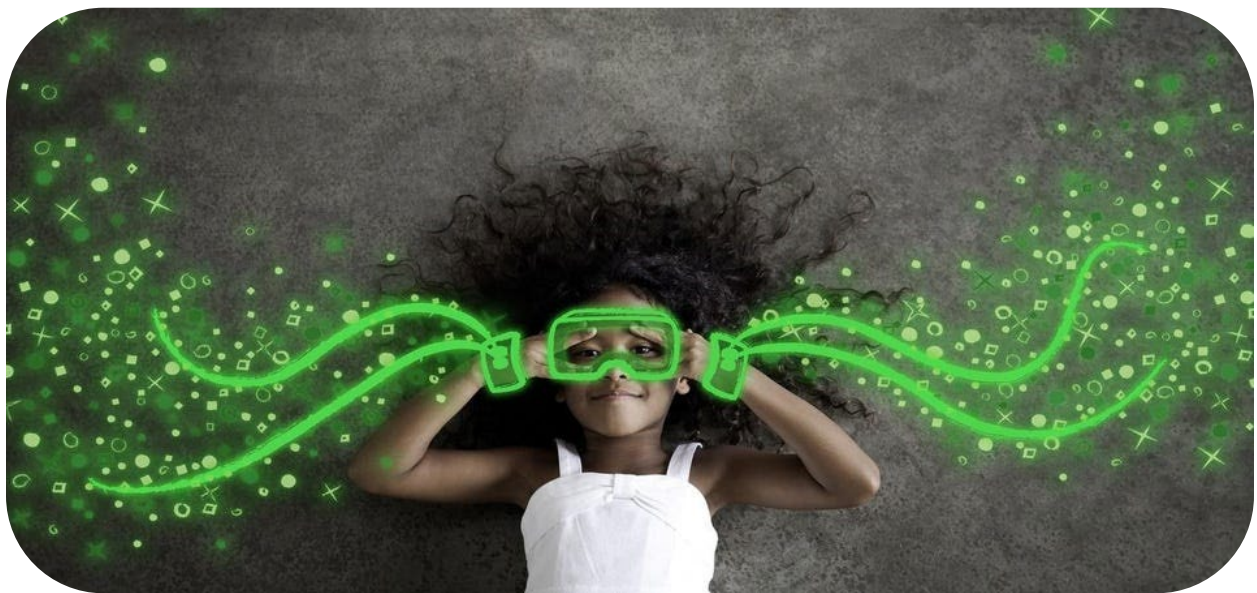
Caring
Honesty
Respect
Responsibility

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.

ULTIMATE AIM: IMPACT STATEMENT

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.



OUR STRATEGIC ADVANTAGES

“Traits” using our unique assets and outstanding execution (not in order of priority)

1. Community outreach
2. Inclusiveness – A place for all
3. Affordability
4. Welcoming atmosphere
5. Internal growth of staff
6. Leadership willing to have crucial conversations around community issues

OUR STRATEGY SCREEN

A “filter” that aids in decision-making that challenges the network’s thinking (not in order of priority)

1. Does it better the community we serve?
2. Is it within our scope of practice?
3. Is it really for all, or only those that can afford it?
4. Is it inclusive?
5. Is it sustainable?
6. Are we intentional about it?

OUR STRATEGIC PRIORITIES

1. Be a partner in achieving the potential of the Stateline
2. Bridge the opportunity gap
3. Be a whole health resource: The Y is medicine

PRIORITIES AND ORGANIZATIONAL STRATEGIES

Strategic Priority 1: BE A PARTNER IN ACHIEVING THE POTENTIAL OF THE STATELINE

1

ORGANIZATIONAL STRATEGIES

- A. The Y will be a catalyst for families to come together to learn, grow, and thrive at the Y and in the community.
- B. The Y will provide environments promoting the social, emotional, and academic growth of potential leaders.
- C. The Y will invest time and resources in leadership development of YMCA staff and volunteers.
- D. The Y will leverage technology to broaden the reach and accessibility of YMCA programming.



STRATEGIC PRIORITIES AND ORGANIZATIONAL STRATEGIES

Strategic Priority 2: BRIDGE THE OPPORTUNITY GAP

2

ORGANIZATIONAL STRATEGIES

- A. The Y will increase mission awareness through community outreach and resource development.
- B. The Y will create a culture that welcomes diversity and inclusion providing equitable opportunities for all.



STRATEGIC PRIORITIES AND ORGANIZATIONAL STRATEGIES

Strategic Priority 3: BE A WHOLE HEALTH RESOURCE: The Y is medicine

3

ORGANIZATIONAL STRATEGIES

- A. The Y will focus on an integration of spirit, mind, and body into youth development, healthy living, and social responsibility.
- B. The Y will incorporate mental health at the Y, focusing on awareness, education, and resources.



