



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

STRENGTHENING OUR COMMUNITY

Stateline Family YMCA 2019-2021 Strategic Plan



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Letter from Chief Volunteer Officer and CEO

STRENGTHENING OUR COMMUNITIES here in the Stateline Area. The Y is unparalleled in strengthening communities because we are the community. Together with you, your family and your neighbors, the Y strengthens our communities by promoting youth development, healthy living, and social responsibility. The Y has done this for more than 138 years and we are determined to keep doing so. As our community leading nonprofit, we are committed to strengthening our foundation by working side-by-side with our neighbors to make sure that everyone, regardless of age, income, or background feels welcome and has the opportunity to learn, grow, and thrive.

The rapidly changing nature of the surrounding area necessitates we adopt a stance that is open to new collaborative opportunities that serve the community. It is also necessary to be good stewards of our resources and assure that we do an outstanding job of serving the community with each program, each facility, and each service that falls under our stewardship, in a manner that exemplifies the mission and values of the YMCA.

Where Cause Meets Community... Our Cause is truly to strengthen the fabric and foundation of our community. Our Promise to our communities is that no one will be turned away due to the inability to pay. In a society that has become increasingly fragmented, our Y has recommitted ourselves to being inclusive, welcoming, and nurturing to all. We are very proud of the fact that the Y remains the leading non-profit in our community solely dedicated to Youth Development, Healthy Living, and Social Responsibility. Through our three areas of focus, the Y nurtures the potential of thousands of children and teens, improves our community's health and well-being and provides numerous opportunities to give back to the communities that we serve.

Working Together by Strengthening Our Community.



A handwritten signature in black ink that reads "Linda Palmer".

Linda Palmer
Chair of the Board of Directors



A handwritten signature in black ink that reads "Doug Britt".

Doug Britt
CEO

DRIVING OUR CAUSE

Since 1881, the Stateline Family YMCA has grown and evolved, but the one thing that remains constant: our mission, the reason and our driving force behind our cause of strengthening community.

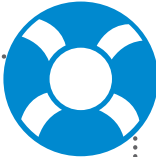
OUR MISSION

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

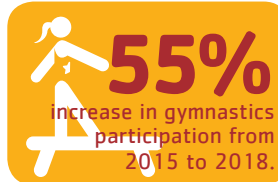
OUTSTANDING OUTCOMES

from the Strategic Plan 2015-2018

SWIM LESSONS



1,491 youth learned critical skills to be safe in and around water



80 school-aged children gained confidence and mindfulness while learning Yoga at Todd Elementary



TACKLING FOOD INSECURITY

7,185 free youth dinners served

1,688 free summer lunches in 2018

504 homes served through Meals on Wheels

YOUTH SPORTS



6,678 youth gained confidence and learned teamwork



youth were provided transportation and reduced program fees for 2017 and 2018 baseball and basketball seasons.



219 Teen Leaders raised **\$2,994** for causes ranging from a Homeless Shelter, Food Pantry, Fetch Wisconsin, ALS Foundation, Soul Hope, and U.S. Armed Forces

CLOSING THE SUMMER LEARNING GAP



youth received enrichment programming during summer school at Gaston Elementary



2,788

youth (ages 6 weeks - 14 years) participated in child care programming

YOUTH DEVELOPMENT

As a result of the Y's commitment to our Community:

We will be a resource through service and leadership development for youth, teens, volunteers and staff.

1. The YMCA will lead the way in creating afterschool programs and opportunities for all students.

Partnerships will be a key initiative.

A. Expand literacy programming across all program areas by:

2019: 25,000 Reading Hours

2020: 35,000 Reading Hours

2021: 40,000 Reading Hours

B. Implement 2 non-core youth programs each year by collaborating with key community partners (6 total) by 12/21.

C. Partner with youth serving agencies to eliminate fees and transportation barriers with a goal of impacting 225 children by 12/21.

2. The YMCA will develop a stronger youth tutoring and mentoring program for all ages and learning styles.

A. Engage with the educational community to develop volunteers to tutor and mentor youth:

2019: 132 Volunteer Hours
(5 youth per semester)

2020: 165 Volunteer Hours
(10 youth per semester)

2021: 330 Volunteer Hours
(20 youth per semester)

5 B. Partner with community experts to provide 25 youth opportunities to improve life and academic skills by 12/21.

3. The YMCA will provide opportunities to strengthen family interaction.

A. Develop opportunities to connect families through programming 6 per year by 12/31/19.

B. Create 2 opportunities by partnering with local agencies that strengthen families through parenting programs by 12/20.

4. Expand STEM and align specific YMCA resources to support area school districts in closing the achievement gap.

A. Expand STEM programming into Aquatics, gymnastics, and Youth Sports by 12/21.

B. Connect with area school districts to identify achievement gaps and provide support to strengthen their needs by 12/21.

C. Youth will experience 2 hours per week of educational activities within our summer childcare programming that aids in reduction of summer learning loss by 10% by 9/20.



HEALTHY LIVING

As a result of the Y's commitment to our Community:

We will improve healthy behaviors through spirit, mind & body

1. The YMCA will strengthen community health through our healthy living program for all ages.

- A. Provide structured physical programs for children ages 5-14 reaching 225 children by 12/31/21.
- B. Expand chronic disease prevention programs for all ages.
- C. Offer all new members 30 minutes with a nutritionist by 1/1/21.

2. The YMCA will link mental health through education, awareness, and partnerships.

- A. Provide 4 mental health lectures per year by 11/19.
- B. Volunteer Social Worker/Counselor providing mental health services at the Y, by 9/20.
- C. Research how the Y can best provide mental health awareness through education and partnership by 12/31/21.

3. The YMCA will collaborate with like-minded organizations to expand our nutritional education opportunities.

- A. Develop a health/nutrition plan for the Kerry Nutritional Room with a full program line-up by 12/20, averaging 10 participants per class.
- B. Expand work-site wellness package offerings by 1/20.

4. The YMCA will provide trend setting facilities and programs that facilitate an individual's spirit, mind, and body.

- A. Healthy living outreach, with 5 outdoor activities provided to the Stateline Community by 12/20.
- B. Research drop in activities for ages 7-14.
- C. Develop a plan for a collaborative indoor sports complex by 6/20.
- D. Develop a plan to address future growth in Roscoe by 6/20.



SOCIAL RESPONSIBILITY

As a result of the Y's commitment to our Community:

We will be a resource through service and leadership development for youth, teens, volunteers and staff.

1. The YMCA will institute a resource development oversight committee to determine future growth.
 - A. Develop a 5 year capital spending plan by 8/19.
 - B. Establish an endowment program with goals of:
 - 4 million by 12/31/19
 - 6 million by 12/31/20
 - 10 million by 12/31/21
 - C. Increase annual giving resources to 355,000 in order to close the gap of membership subsidy by 12/31/21.
2. The YMCA will develop and implement innovated means to provide programs and services to communities that need us most.
 - A. Identify 3 crucial underserved neighborhoods (2 in Wisconsin, 1 in Illinois) to bring Programs and services by 9/19.
 - B. Develop an internal/external volunteer program by 12/31/20.
3. The YMCA will invest in the development of recruitment, onboarding, training, and coaching of the YMCA's staff.
 - A. Fully integrate and implement YMCA of the USA's staffing plan 20 by 12/31/19.
 - B. Strengthen Y culture and knowledge for all employees by department by 9/30/19.
4. The YMCA will minimize economic and cultural barriers, allowing individuals to thrive and experience their greatest potential.
 - A. Integrate a culture of inclusion across all aspects of the YMCA.
 - B. Develop a board that better represents the Stateline Community by 12/31/19.

STANDING TOGETHER ALWAYS HERE FOR YOU LEARNING TOGETHER DEDICATED TO COMMUNITY BUILDING LEARN GROW THRIVE DO MORE BE MORE

MAKING A DIFFERENCE

UNITED

FOR GOOD

FUTURES

THE TIME IS NOW

FOR YOU

SOMETHING FOR EVERYONE

ENGAGE

COMMUNITY GOOD

CONFIDENT KIDS

WE ARE FAMILY

POSITIVE FUTURES

POWERING

POTENTIAL

INSPIRING

FRIENDS FOREVER

GROWING

ACHIEVEMENT

TOGETHER

ENSURING BRIGHTER

MIND

BODY

HEALTHY

STARTS HERE

INSPIRE

TOGETHER



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

STATELINE FAMILY YMCA

Ironworks Branch
501 Third Street
Beloit, WI 53511

Roscoe-Rockton Branch
9901 Main Street
Roscoe, IL 61073

Youth Sports Complex
3301 Prairie Avenue
Beloit, WI 53511

Gymnastics Center
1239 Huebbe Parkway
Beloit, WI 53511

www.statelineymca.org