



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2023-2025

SUMMIT AREA YMCA STRATEGIC PLAN



YOUTH DEVELOPMENT

Help children and teens make connections and empower them to make positive life choices while having fun.

HEALTHY LIVING

We will support those in the community who seek healthier lifestyles and greater well-being.

SOCIAL RESPONSIBILITY

Adapt our programs and services to the changing needs of our community, ensuring maximum impact and promoting community cohesion.

**WE PLAN. WE DO.
WE HAVE IMPACT.**

- Uplift and prioritize our youth and teens, targeting character development, leadership, academic achievement, and healthy living.
- Create a culture of belonging, sense of community and acceptance in all programs.
- Increase engagement, socialization, and develop mental health practices with students.
- Support the importance of positive relationships between oneself, peers, mentors, and family.
- Provide children and teens with opportunities to meet, socialize and learn about multicultural diversity.

- Create opportunities for adults to socialize and form connections while staying active.
- Promote a culture of physical and mental wellness among adults and seniors by encouraging cross participation in other departments and externally with partner organizations.
- Customize corporate health and wellness initiatives based on the health metrics and organization needs.
- Develop and implement initiatives to improve member retention, engagement, loyalty, and experience.

- Expand and increase access and programming to underserved areas and populations through partnerships and initiatives.
- Increase community participation in chronic disease programs through partnerships.
- Foster inclusion and diversity through cause driven language in all forms of communication and outreach.
- Engage, empower, and strengthen the pipeline of staff and stakeholders.
- Enhance our operational effectiveness with the changing needs of our community through the use of new technology systems.

BERKELEY HEIGHTS YMCA | SUMMIT YMCA | THE LEARNING CIRCLE YMCA | SPRINGFIELD COMMUNITY POOL

The Summit Area YMCA is one of area's leading 501(c)(3) organizations. Through the generosity of our members, donors, and partners, we are able to offer financial assistance for our programs and services to those with demonstrated need. To strengthen your community and provide others with the opportunity to learn, grow, and thrive, make your tax-deductible donation today at www.theSAY.org/give.

www.theSAY.org