



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SHAPING PERCEPTION

HARRISON FAMILY YMCA STRATEGIC PLAN 2021-2024



our strategic advantages

Our unique ability to produce value using our assets and/or outstanding execution. That which sets apart our Y from other organizations or service providers.

- **Respected and trusted brand**
- **Comprehensive, safe, and clean facility**
- **Christian values with commitment to inclusion and accessibility**
- **Largest voluntarily integrated place**
- **Position and reputation as the largest aquatic program provider**
- **Full complement of health services for all ages and fitness levels**



our strategy screen

A filter to aid staff and board decision-making and supports our Y to respond appropriately to new strategies or big questions.

- **Does this align with our mission and identity?**
- **Does this address a specific desire or community need?**
- **Does this promote collaboration with other organizations?**
- **Do we have adequate resources?**
- **How does this build support in the community?**
- **How will the goals and objectives be measured?**
- **How will it cultivate relationships?**
- **Will this increase our visibility?**
- **Does this align with our strategic advantages?**
- **Will this support safety protocols?**

our **big** questions



A method for identifying threats and opportunities for our YMCA outside of the current organizational strategies and leading us in new directions for greater impact.

- **How can our Y grow sustainable, best in class programs and impact healthy development of all?**
- **How can our Y play a role in strengthening race relations in our community?**
- **How can we ensure diverse populations feel safe, comfortable and welcomed as part of our Y community?**
- **How can our Y position and establish itself as a leading charitable non-profit of choice?**
- **How do we position our Y to grow our reach and bring new resources that fuel our impact?**



FINANCIAL STABILITY STRATEGIC PRIORITY

Build a financial stability model to ensure long-term strength and capacity

OPERATIONAL GOAL

Emerging from the pandemic, ensure our Y remains safe, relevant, and sustainable.

IMPACT ON YMCA NEEDS

- Explore efficiencies with shared services
- Strengthen financial resources
- Grow local stakeholders and community partners



YOUTH DEVELOPMENT STRATEGIC PRIORITY

Develop a new generation of changemakers

ORGANIZATIONAL GOAL

Grow sustainable, intentional youth programs that have a positive impact on the healthy development of school-aged children.

IMPACT ON CRITICAL NEEDS

- Provide safe space to eliminate isolation and build resiliency
- Improve overall health and academic performance of school-aged children
- Prevent drowning in our community
- Provide solutions to food insecurity



HEALTHY LIVING STRATEGIC PRIORITY

Align efforts with partners to increase
impact on community

ORGANIZATIONAL GOAL

Be a convener and partner to establish community-integrated health initiatives that eliminate barriers to good health and provide evidence-based, holistic programs and resources that improve overall health across Nash and Edgecombe counties.

IMPACT ON CRITICAL NEEDS

- Contribute to community-integrated health efforts
- Eliminate barriers to healthy activity and preventative healthcare
- Reduce senior isolation



SOCIAL RESPONSIBILITY STRATEGIC PRIORITY

Position our organization to grow
resources and fuel impact

ORGANIZATIONAL GOAL

Elevate the Y brand to the premier nonprofit provider of programs and services that improve the quality of life for children and adults.

IMPACT ON CRITICAL NEEDS

- Advocate for positive change to improve quality of life for all
- Address social equity by creating connected communities and trust
- Address social determinates of health such as food insecurities
- Encourage civic engagement among staff, members and volunteers



THANK YOU FOR THE OPPORTUNITY TO BETTER SHAPE THE PERCEPTION OF OUR YMCA IN THE COMMUNITY

STRATEGIC PLANNING COMMITTEE

Volunteers

Elaine Weisner, Chair

Michele Cherry

Stacy Jesso

Kyle Johnson

Shoneca Kent

Rick McMahon

Kim Nealey

Ralph Willey

Staff

Jacquelyn Price
Chief Executive Officer

Liz Lord
Senior Engagement Director

OUR MISSION

To put Christian principles into practice to improve the quality of life in our communities with programs and services that strengthen the spirit, mind, and body for all.

OUR PURPOSE

Strengthen community by connecting all people to their potential, purpose and each other.

OUR IMPACT AREAS

FOR YOUTH DEVELOPMENT

Empowering young people to reach their full potential

FOR HEALTHY LIVING

Improving individual and community well-being

FOR SOCIAL RESPONSIBILITY

Providing support and inspiring action in our communities