



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

VISION 2020

Our New Vision and Strategic Plan GREATER WICHITA YMCA

Our Mission: To put Christian principles into practice through programs that promote healthy lifestyles, strong families and positive youth development to build healthy spirit, mind and body for all, regardless of ability to pay.

Our 2020 Vision: **Your Y – Mobilizing the Community for a Healthier Future**

Impact Statement: **The YMCA will drive an effort to make the greater Wichita area one of the nation's leading regions for healthy lifestyles, strong kids and caring communities.**

Our Strategic Organizational Priorities:

A. YOUTH DEVELOPMENT – NURTURING THE POTENTIAL OF KIDS:

- Continue to serve and grow as the region's Youth Sports, Childcare and Camp Leader
- Become the area's leading organization for promoting youth health and nutrition
- Foster community engagement, leadership and responsibility in youth by connecting them with supportive adults and with opportunities to serve others

B. HEALTHY LIVING – BEING A CATALYST FOR HEALTHY LIFESTYLES:

- Family Health – expand our role as a safe, positive place for families to participate together in healthy activities and learn about nutrition and healthy-living choices
- Older Adults – expand and continually evolve offerings for empty nesters, retirees and other active older adults.
- Specific Needs – aid in disease management (e.g., diabetes, arthritis, obesity) and better serve those who are struggling health seekers or have special physical needs

C. SOCIAL RESPONSIBILITY – BUILDING CARING COMMUNITIES:

- Become more visible as healthy community policy advocates
- Make quality programs & services accessible and affordable to all area youth and families
- Mobilize volunteers and members to serve and strengthen their communities

D. ORGANIZATIONAL HEALTH – MAINTAINING OUR YMCA'S LONG-TERM HEALTH:

- Sustain program and facility excellence through sound fiscal management and operational excellence
- Ensure effective capabilities in Organizational Development, Fundraising, Risk Management, Program Innovation, and Marketing and Communication