



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



GROWING WITH OUR COMMUNITY

2020-2024 STRATEGIC PLAN
YMCA of Greater Waukesha County



Our Strategic Plan, Growing with our Community, serves as a guide for our decision-making; providing the foundation for exceptional progress and directing our good work over the next five years.

The priorities and initiatives in this plan reinforce our commitment to deliver quality programs and essential services. This plan ensures children are on track for a successful future, individuals and families are improving their health and well-being, and the communities we serve are stronger as a whole.

OUR MISSION

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

OUR CAUSE

We are a powerful association of dedicated leaders joined together by a shared commitment to nurturing the potential of kids, promoting healthy living, and fostering a sense of social responsibility.

OUR IMPACT

We are a cornerstone for empowering individuals and families of all backgrounds and at all stages of life to learn, thrive, and improve our community.

OUR VISION

We are a cause driven organization focused on strengthening the foundations of community by developing the potential of youth, promoting healthy living, and encouraging social responsibility.

**WELL-BEING
FOR ALL**



**EMPOWERED
TO SERVE**



**MAXIMIZE
IMPACT**



**COMMUNITY
BENEFIT**



The Y will provide an environment that supports physical, mental, and social well-being. We are uniquely positioned to be a total wellness resource. A healthier community is a stronger community.

The Y will create an inclusive culture committed to serving through leadership. We believe our people are our greatest asset. More than facilities, equipment, programs, it's our people who make a difference in the lives we serve.

The Y will increase our internal capacity and emphasize external collaborations for the betterment of all. We believe that community comes first and the Y, as it strives to make every community a better place to live, must continually evolve to fulfill our mission.

The Y, a local nonprofit, will make our community healthier, stronger, and safer by providing critical programs through philanthropic support. We are a cornerstone for social change, empowering individuals and families of all backgrounds and at all stages of life to learn, play, and thrive.

WELL-BEING FOR ALL



GOAL

Increase membership and program participation by an average of 2% per year.

The Y will provide an environment that supports physical, mental, and social well-being. We are uniquely positioned to be a total wellness resource. A healthier community is a stronger community.

INITIATIVES



Design health and wellness programs and services to better reach and serve those in need.



Work with community partners and medical based providers to improve the overall health of the communities we serve.



Introduce innovative fitness related programs to deepen member impact that improves retention and satisfaction.



Fulfill the Y mission by implementing spirit, mind and body in all we do to improve the overall quality of life in those we serve.

EMPOWERED TO SERVE



GOAL

Deepen engagement among staff and volunteers.

The Y will create an inclusive culture committed to serving through leadership. We believe our people are our greatest asset. More than facilities, equipment, programs, it's our people who make a difference in the lives we serve.

INITIATIVES



Recruit, attract, and retain a highly competent team of staff and board who are deeply engaged in the Y and our cause.



Develop a comprehensive plan to create meaningful and rewarding volunteer opportunities.



Assess the culture and needs of the organization and act purposefully to prepare our work environment to support community needs and strategic objectives.



Expand the impact of diversity and inclusion efforts in employment and volunteerism to better reflect the community and those we serve.

MAXIMIZE IMPACT







GOAL

Increase capacity through ongoing facility investment and human capital development.

The Y will increase our internal capacity and emphasize external collaborations for the betterment of all. We believe that community comes first and the Y, as it strives to make every community a better place to live, must continually evolve to fulfill our mission.

INITIATIVES

-  Assess the Y's membership and program delivery models and resources in order to develop a plan to ensure the long-term financial stability and mission work of the organization.
-  Develop an inclusive process to ensure the organization continues to evolve and is connected to the communities we serve.
-  Provide high quality programs that meet community needs and optimize the Y's expertise and resources.
-  Identify new opportunities for growth and collaboration to meet community needs and strengthen the organization.

COMMUNITY BENEFIT



GOAL

Double charitable giving over the next five years.

The Y, a local nonprofit, will make our community healthier, stronger, and safer by providing critical programs through philanthropic support. We are a cornerstone for social change, empowering individuals and families of all backgrounds and at all stages of life to learn, play, and thrive.

INITIATIVES



Develop a comprehensive plan that broadens our base of support.



Create clear, simple, and compelling messaging that highlights the Y's impact in addressing the needs of the community.



Professionalize philanthropy by educating staff and volunteers on best practices, emerging trends, and organizational impact.



Elevate our brand to create greater awareness of our charitable accomplishments, community benefit, and impactful work.

STRATEGIC PLANNING COMMITTEE MEMBERS



VOLUNTEER MEMBERS

Lisa Brown, Co-Chair
Rick Andritsch
Ben Bergles
Bill Hayden
Ryan McCumber
Scott Naze
Marcia Rupp
Jim Wagner

STAFF SERVING MEMBERS

Laurie Schlitt, Co-Chair
Jon Agnew
Chris Becker
Linda Daley
Katy Groh
Carley Hoelzel
Geoff Mertens
Aaron Miller
Kristen Stoll
Kathy Westpfahl
Jake Wilson

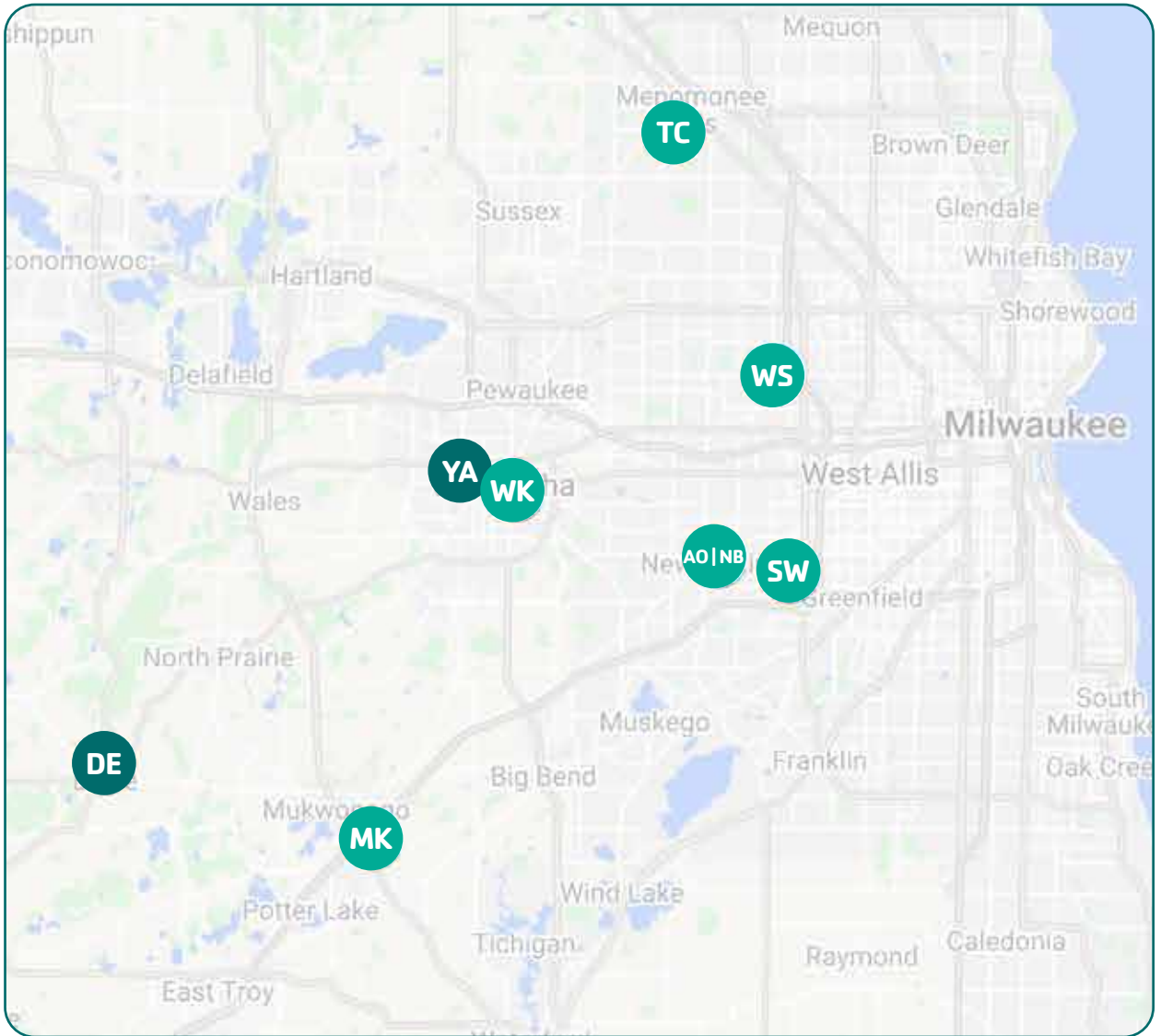
ASSOCIATION BOARD OF DIRECTORS



Rick Andritsch, Chief Volunteer Officer

Tom Dieckelman
George Furey
Lew Hill
Gary Sievwright
Rick Swan
Ron Clayton
Tom Deisinger
Ellen Dizard
Cody Horlacher
Darren Horndasch

Rick Kalscheuer
Mark Mirsberger
Scott Naze
John Petrie
Jeff Piette
Griffin Prochnow
Jeff Richards
Jack Riesch
H. Stanley Riffle
Jim Wagner
Sherri Wolfmeyer



GROWING WITH OUR COMMUNITY

AO ASSOCIATION OFFICE

NB NEW BERLIN YMCA

WK WAUKESHA YMCA

DE CAMP DOUBLE EAGLE

SW SOUTHWEST YMCA

WS WEST SUBURBAN YMCA

MK MUKWONAGO YMCA

TC TRI COUNTY YMCA

YA Y CHILDREN'S ACADEMY

**“ A GOAL WITHOUT
—— A PLAN ——
IS JUST A WISH ”**



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FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ASSOCIATION OFFICE

New Berlin, WI
262-330-5199

NEW BERLIN YMCA

New Berlin, WI
262-330-5190

WAUKESHA YMCA

Waukesha, WI
262-542-2557

CAMP DOUBLE EAGLE

Eagle, WI
262-363-7950

SOUTHWEST YMCA

Greenfield, WI
414-546-9622

WEST SUBURBAN YMCA

Wauwatosa, WI
414-302-9622

MUKWONAGO YMCA

Mukwonago, WI
262-363-7950

TRI COUNTY YMCA

Menomonee Falls, WI
262-255-9622

Y CHILDREN'S ACADEMY

Waukesha, WI
262-522-4977

YMCA OF GREATER WAUKESHA COUNTY