

We Are Strengthening **OUR COMMUNITY**

STRATEGIC FOCUS 2011-2012



**Battle Creek
Family YMCA**

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Our Planning

We listened to the community, engaged community leaders, and evaluated our organizational capacity. From there we plotted a course in the form of a “living” plan that impacts and shows our commitment to strengthening the foundation of the communities we serve.

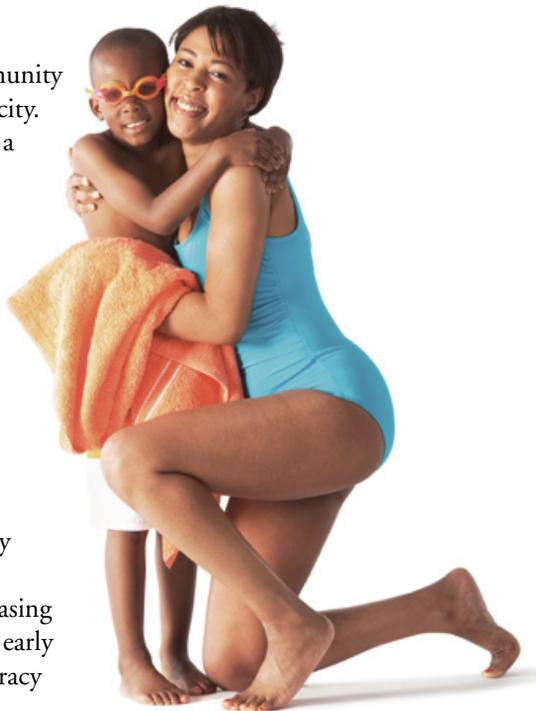
Our Mission

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

Community Impact Statements

Improve Community Health through healthy living programs, services, and advocacy.

Strengthen Family Well-being through increasing parental involvement, improving outcomes in early childhood education, and increasing adult literacy and workforce development opportunities.



In response, we've developed **two areas of strategic focus** to help expand our impact for good in local communities. Please read on for a summary of each one.

Strategic Focus #1:

We will be a catalyst for change with life-enhancing Healthy Living and Family strengthening programming.

Rationale: To help strengthen the foundations of greater Battle Creek and Calhoun County, we commit to acting as a facilitating partner and catalyst for positive change in healthy living, education, and workforce readiness services.

We will expand our presence in local communities to improve access and increase impact.

Core Strategies & Success Indicators:

1. Develop new and non-traditional approaches to connect to a wider range of people (outside our YMCA and among diverse segments of our community).
2. Create and measure change in individuals' well being, program effectiveness and satisfaction.
3. Expose more people to the life-enhancing benefits of YMCA programming and membership.



Preserving our legacy from previous generations, while preparing for the future, requires careful stewardship of our available resources.

Strategic Focus #2:

We will operate our YMCA with a sustainable and efficient financial model.

Rationale: We commit to expanding access to and the depth of our mission-based, cause-driven services. To do this, we will focus on re-branding to increase visibility of our purpose and impact; assess current cost structure, pricing approach, and expense management practices; focus on estate and other endowment gifts; build the capacity of the board and staff to increase fundraising and ambassadorship, and deepen YMCA member involvement.

Core Strategies & Success Indicators through 2012:

1. Enhance and evolve programming to increase funding from grantors, donors, and sponsors.
2. Identify and develop an overall revenue strategy and overall annual financial sustainability.
3. Advance pursuit of facility enhancement for greater financial efficiency and sustainability.

We invite you to become part of this important local mission. To get involved, please use the reply card on the opposite side, or call **(269) 963-9622**. *Welcome!*





Yes! I want to strengthen our local community.

Tell me more about the YMCA's plan, what it means and how I can participate.

Name _____ Daytime Phone (____) _____

Address _____

City _____ State _____ ZIP _____

E-mail Address _____ OK to e-mail? Yes No

Possible areas of interest (check all that apply):

- Volunteering at the YMCA
- Keeping up-to-date on YMCA programs
- Becoming a YMCA member
- Participating in a community forum
- Pledging or donating financial support for YMCA programs and services
- Other (please explain) _____

Instructions:

After you fill out this reply card, please detach it (see perforations) and bring the completed card to our front desk at the YMCA, 182 Capital Ave., Battle Creek, MI 49017. *Welcome!*

Free!

Free Trial Membership

Good for one week of free standard individual membership in the Battle Creek YMCA. Bring ticket to front desk. Offer expires 6/30/11

We're for **COMMUNITY**



New Brand, Renewed Focus

It's a brand new day at the Battle Creek Family YMCA. We have a new brand and a renewed focus on building stronger communities in three key areas:

- **Youth Development:** Nurturing the potential of every child and teenager
- **Healthy Living:** Improving the community's health and well-being
- **Social Responsibility:** Giving back and providing support to our neighbors

This focus ties into our strategic plan. We are working to strengthen families in Calhoun County – and we want you to be part of it!

Contact Information:

Battle Creek Family YMCA
182 Capital Avenue NE
Battle Creek, MI 49017

Phone: (269) 963-9622
Website: www.ymcabattlecreek.org
E-mail: info@ymcabattlecreek.org

