



INSPIRINGTRANSFORMATION

GOLDSBORO FAMILY YMCA | 2016-2018 STRATEGIC PLAN

TO PUT CHRISTIAN
PRINCIPLES INTO PRACTICE
THROUGH PROGRAMS THAT
BUILD HEALTHY SPIRIT,
MIND & BODY FOR ALL.

Impacting Our Community Since 1980

IN 2015,
WE GAVE AWAY OVER
\$350,000 IN FINANCIAL ASSISTANCE.

We are dedicated to our cause.

INSPIRING TRANSFORMATION

OUR IMPACT: We seek to impact life success of all individuals, strengthen family bonds, develop youth, promote healthy living and foster a strong sense of belonging and community connectivity through social responsibility.

OUR PROMISE: The Y is, and always will be, dedicated to building healthy, confident, secure, and connected children, families and communities.



YOUTH DEVELOPMENT

Nurturing the Potential of Every Child

There has been an erosion in social-emotional development of youth, leading to negative behaviors. We believe all kids deserve the opportunity to discover who they are and what they can achieve.

HEALTHY LIVING

Improving the Community's Health and Well-Being

There is a high rate of chronic disease and obesity in children and adults. We bring families closer together, encourage good health and foster connections through fitness, sports, fun and shared interests.

SOCIAL RESPONSIBILITY

Giving Back and Providing Support to Our Neighbors

Current community support systems are not keeping pace with changing demographics and family structures. We help people give back and assist their neighbors by offering them opportunities to volunteer, advocate and support programs that strengthen community.

THERE ARE CRITICAL SOCIAL ISSUES FACING OUR COMMUNITY. THIS IS HOW WE ARE RESPONDING.

Come see for yourself.

WE WANT TO SEE AN IMPROVEMENT IN YOUTH LIFE SKILLS, AN INCREASE IN FAMILY HEALTH AND PEOPLE GIVING BACK TO THEIR COMMUNITY.

We want to execute a holistic approach to personal growth in our youth programs, to demonstrate improvement in life skills and academic proficiency. We also plan to equip and encourage individuals to pursue sustainable healthy lifestyles, by taking this holistic, whole family approach to total body wellness. Lastly, we plan to engage a network of volunteers, donors and advocates to strengthen the social connectedness needed to ensure diverse communities are supported.

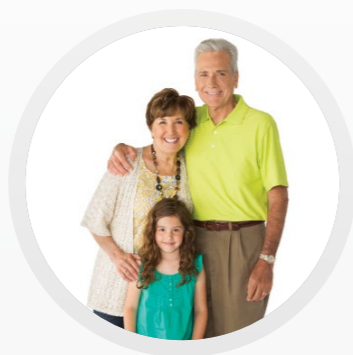


OUR STRATEGIES.



PROGRAMS /01

Strengthen existing and create new program models to better align with our mission to meet community needs.



MEMBERSHIP /02

Align membership models with the changing demographics of the community to promote better engagement.



PHILANTHROPY /03

Develop a culture of philanthropy that includes diverse partnerships, better engages volunteers and members, and provides funds for outreach.



COMMUNICATION /04

Strengthen messaging to the entire community of being an inclusive organization through a Christian mission.



LEADERSHIP /05

Strengthen our staff leadership to effectively fulfill the Y cause and deliver on this plan.



ENGAGEMENT /06

Increase board and program volunteer engagement.



FACILITY /07

Determine facility needs in order to complete a comprehensive renovation that further promotes inclusion and engagement.



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