STRATEGIC PLAN

YMCA of the Pikes Peak Region
Recognize the YMCA of the Pikes Peak Region as the organization of choice serving the community’s health, wellness, social and recreation needs.

Deepen relations with existing collaborations and actively seek strategic partners to further the Y mission throughout the region.

Offer every child the opportunity to belong to the Y through a collaborative venture involving partners that purposefully address the continuing rise of youth obesity, sedentary habits and social disconnectedness.

Imagine the Y as the collaborative partner of choice with healthcare providers.

Empower volunteers and staff to advocate, inspire and impact our community through continued development.
STRATEGIC IMPERATIVES

STRATEGY 1
- Seek and develop opportunities to work with leading agencies/organizations that influence health and well-being
- Improve retention and increase membership experience, reach, participation and engagement
- Serve our community through innovative and evidenced based healthy living programs

STRATEGY 2
- Embrace and support association goals, strategies and vision through cultivation and development of staff and volunteers
- Enhance the community’s understanding and/or knowledge of the cause of the YMCA
- Be the leader in creating key strategic partnerships that address critical community needs

STRATEGY 3
- Serve and engage the entire family through programs, new opportunities and new experiences
- Serve, engage and enrich the quality of life for adults across their lifespan
- Serve and engage youth and teens in YMCA activities

OUR CAUSE
Strengthen community through youth development, healthy living and social responsibility.

Be the leader in the community driving transformational and sustainable healthy lifestyle change
- Strengthen our position as the community’s leading non-profit, charitable organization
- Develop and strengthen leaders from youth to adults

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OUR CAUSE
At the Y, strengthening community is our cause. We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors. That’s why we focus our work in three areas: youth development, healthy living and social responsibility.

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

OUR CORE VALUES
Caring, honesty, respect, and responsibility