



MetroWest YMCA

**We build strong kids,
strong families, strong communities.**

Framingham Branch
280 Old Connecticut Path
Framingham, MA 01701
(508) 879-4420

Hopkinton Branch
45 East Street
Hopkinton, MA 01748
(508) 435-9345

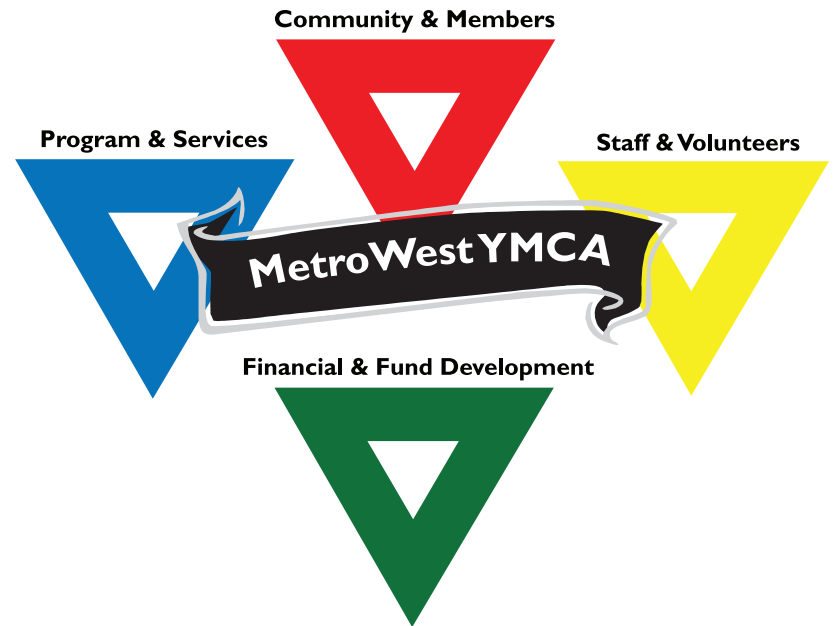
Our Mission

The MetroWest YMCA is dedicated to the development of all people regardless of age, gender, race, religion, income or ability. Our programs, services, and facilities are designed to enhance the spiritual, mental, physical and social quality of life for our families, our community and ourselves.



MetroWest YMCA

STRATEGIC PLAN 2009-2011



Community Vision:

To be highly regarded and recognized as an open, accessible and welcoming organization that is responsive in meeting diverse community needs regarding wellness, recreation, and educational services for individuals and families of all ages and backgrounds.

Strategic Priorities:

- Greatly enhance the understanding, recognition of and support for our YMCA's impact on the community amongst individuals, community leaders, legislators, businesses and corporations.
- Continue to collaborate and partner with agencies, businesses, groups, and individuals that share a common vision with our YMCA in order to enhance services and provide leadership to community initiatives related to health and well-being.
- Design and implement a comprehensive communications plan to attract new members, inform current participants of ongoing activities and educate the greater community on our YMCA's commitment in addressing the lifestyle health crisis in America.
- Advance our YMCA's commitment to environmentally friendly principles throughout the organization.

Program & Services Vision:

To be a community leader in providing health and well-being programs and services for youth, families and health seekers of all ages and backgrounds.

Strategic Priorities:

- Strengthen our focus on the overall development of children, youth and teens through programs that improve self esteem and leadership skills and deepen positive values, commitment to service and motivation to learn.
- Advance as a leader in providing effective programs and services for families that strengthen family bonds, reduce stress and improve overall wellness for the entire family.
- Develop and incorporate into existing and future programs, new strategies that:
 - address youth obesity;
 - help members develop spiritually;
 - enhance member's health and well-being;
 - connect individuals and build relationships.
- Explore programming opportunities to better serve towns outside of Framingham with a focus on reaching youth, families and health seekers.
- Strengthen the relationship building element of programs in order to provide new ways of moving our existing members and participants from casual users to committed members.
- Enhance monitoring and tracking of member feedback and satisfaction and respond as appropriate in order to improve upon and maintain high quality programs and services.
- Ensure a level of facility cleanliness and safety that meets or exceeds member expectations.

Financial & Fund Development Vision:

To have a strong financial program based on sound fiscal management that ensures the financial strength and stability to carry out and support the work of the organization in service to its members.

Strategic Priorities:

- Significantly increase the level of charitable gifts, grants and other donated funds generated from individuals, foundations, corporations and government sources.
- Develop and implement a long-range financial operating plan to address funding requirements and strategies to include operating reserves, debt service and appropriate levels of resources to support program priorities, the financial assistance program, facility maintenance and capital improvements.
- Plan and launch Phase 2 of the capital campaign to support expansion and renovation of the Hopkinton facilities and reduce long term organization debt.
- Improve how we use technology, particularly as it relates to fundraising, marketing, communications and online services.

Staff & Volunteer Vision:

To assure a high quality, diverse staff and volunteer team, to effectively lead, carry out, and support the mission, vision and strategic priorities.

Strategic Priorities:

- Continue to recruit a linguistically diverse direct delivery staff in order to better communicate with our members and the community at large.
- Allocate sufficient resources and funds to appropriately support and enhance staff development and training opportunities.
- Develop future staff leaders by providing career paths and advancement opportunities that both deepen commitment and ensure succession of the next generation of our YMCA leaders.
- Implement a staff development model that includes both developing skill sets in all departments to support health seekers and support staff in their personal pursuit of health and well-being.
- Ensure active Board Member participation in programs, volunteer activities, committees and board projects.
- Increase our volunteer base by cultivating and developing Y members in order to engage their talents and personal interests in service to our YMCA.
- Review the Board and committee structure and revise as appropriate to ensure that it supports the evolving needs of our YMCA.