



DELIVERING OUR CAUSE



YMCA OF METROPOLITAN LANSING'S STRATEGIC PLAN

IMPACT STATEMENT

With the broad based support of our members, program participants, volunteers, and donors, the YMCA is the vital convener in the Greater Lansing area as we strengthen the foundation of community through healthy living.

MISSION STATEMENT

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

OUR CAUSE

Strengthening our community is our cause. Positive lasting personal and social change can only come about when we work together to invest in our children, our health, and our neighbors.

That is why we focus our work in three frames of action:

- Youth Development - nurturing the potential of every child and teen
- Healthy Living - improving the communities health and well being
- Social Responsibility - giving back and supporting our neighbors

THE YMCA OF METROPOLITAN LANSING'S BELIEFS

WE BELIEVE: every child in the Greater Lansing area will be the future leaders of our community and the YMCA can play a critical role in their development.

WE BELIEVE: all people have potential.

WE BELIEVE: active, healthy, and connected families make for active, healthy, and connected communities.

WE BELIEVE: in a holistic approach to development, promoting healthy spirit, mind, and body.

WE BELIEVE: that in a diverse world, we are stronger when we are inclusive with our doors open to all.

WE BELIEVE: in honoring our mission, living our cause, acting in accordance with our values and placing the greater good above self.

GOALS

1. ELEVATE MEMBERSHIP AND IMPROVE QUALITY TO DEEPEN THE IMPACT OF THE Y CAUSE AND SERVE AS A COVENER FOR HEALTHY LIVING FOR OUR MEMBERS.
2. EXPAND AND IMPROVE PROGRAM QUALITY TO DEEPEN THE IMPACT OF THE Y CAUSE FOR OUR COMMUNITY.
3. BUILD THE ORGANIZATIONAL CAPACITY NECESSARY TO FULFILL THE Y CAUSE.
4. GENERATE THE AWARENESS AND FINANCIAL RESOURCES NEEDED TO SUSTAIN THE Y CAUSE.