



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



# GROWING WITH OUR COMMUNITY

2020-2024 STRATEGIC PLAN  
YMCA of Greater Waukesha County



Our Strategic Plan, Growing with our Community, serves as a guide for our decision-making; providing the foundation for exceptional progress and directing our good work over the next five years.

The priorities and initiatives in this plan reinforce our commitment to deliver quality programs and essential services. This plan ensures children are on track for a successful future, individuals and families are improving their health and well-being, and the communities we serve are stronger as a whole.

## OUR MISSION

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

## OUR CAUSE

We are a powerful association of dedicated leaders joined together by a shared commitment to nurturing the potential of kids, promoting healthy living, and fostering a sense of social responsibility.

## OUR IMPACT

We are a cornerstone for empowering individuals and families of all backgrounds and at all stages of life to learn, thrive, and improve our community.

## OUR VISION

We are a cause driven organization focused on strengthening the foundations of community by developing the potential of youth, promoting healthy living, and encouraging social responsibility.

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**WELL-BEING  
FOR ALL**



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**EMPOWERED  
TO SERVE**



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**MAXIMIZE  
IMPACT**



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**COMMUNITY  
BENEFIT**



**The Y will provide an environment that supports physical, mental, and social well-being. We are uniquely positioned to be a total wellness resource. A healthier community is a stronger community.**

**The Y will create an inclusive culture committed to serving through leadership. We believe our people are our greatest asset. More than facilities, equipment, programs, it's our people who make a difference in the lives we serve.**

**The Y will increase our internal capacity and emphasize external collaborations for the betterment of all. We believe that community comes first and the Y, as it strives to make every community a better place to live, must continually evolve to fulfill our mission.**

**The Y, a local nonprofit, will make our community healthier, stronger, and safer by providing critical programs through philanthropic support. We are a cornerstone for social change, empowering individuals and families of all backgrounds and at all stages of life to learn, play, and thrive.**



# WELL-BEING FOR ALL



## GOAL

Increase membership and program participation by an average of 2% per year.

The Y will provide an environment that supports physical, mental, and social well-being. We are uniquely positioned to be a total wellness resource. A healthier community is a stronger community.

## INITIATIVES



Design health and wellness programs and services to better reach and serve those in need.



Work with community partners and medical based providers to improve the overall health of the communities we serve.



Introduce innovative fitness related programs to deepen member impact that improves retention and satisfaction.



Fulfill the Y mission by implementing spirit, mind and body in all we do to improve the overall quality of life in those we serve.

# EMPOWERED TO SERVE



## GOAL

Deepen engagement among staff and volunteers.



The Y will create an inclusive culture committed to serving through leadership. We believe our people are our greatest asset. More than facilities, equipment, programs, it's our people who make a difference in the lives we serve.

## INITIATIVES



Recruit, attract, and retain a highly competent team of staff and board who are deeply engaged in the Y and our cause.



Develop a comprehensive plan to create meaningful and rewarding volunteer opportunities.



Assess the culture and needs of the organization and act purposefully to prepare our work environment to support community needs and strategic objectives.



Expand the impact of diversity and inclusion efforts in employment and volunteerism to better reflect the community and those we serve.

# MAXIMIZE IMPACT







## GOAL

Increase capacity through ongoing facility investment and human capital development.

The Y will increase our internal capacity and emphasize external collaborations for the betterment of all. We believe that community comes first and the Y, as it strives to make every community a better place to live, must continually evolve to fulfill our mission.

## INITIATIVES

-  Assess the Y's membership and program delivery models and resources in order to develop a plan to ensure the long-term financial stability and mission work of the organization.
-  Develop an inclusive process to ensure the organization continues to evolve and is connected to the communities we serve.
-  Provide high quality programs that meet community needs and optimize the Y's expertise and resources.
-  Identify new opportunities for growth and collaboration to meet community needs and strengthen the organization.



# COMMUNITY BENEFIT



## GOAL

Double charitable giving over the next five years.



The Y, a local nonprofit, will make our community healthier, stronger, and safer by providing critical programs through philanthropic support. We are a cornerstone for social change, empowering individuals and families of all backgrounds and at all stages of life to learn, play, and thrive.

## INITIATIVES



Develop a comprehensive plan that broadens our base of support.



Create clear, simple, and compelling messaging that highlights the Y's impact in addressing the needs of the community.



Professionalize philanthropy by educating staff and volunteers on best practices, emerging trends, and organizational impact.



Elevate our brand to create greater awareness of our charitable accomplishments, community benefit, and impactful work.

# STRATEGIC PLANNING COMMITTEE MEMBERS



## VOLUNTEER MEMBERS

Lisa Brown, Co-Chair  
Rick Andritsch  
Ben Bergles  
Bill Hayden  
Ryan McCumber  
Scott Naze  
Marcia Rupp  
Jim Wagner

## STAFF SERVING MEMBERS

Laurie Schlitt, Co-Chair  
Jon Agnew  
Chris Becker  
Linda Daley  
Katy Groh  
Carley Hoelzel  
Geoff Mertens  
Aaron Miller  
Kristen Stoll  
Kathy Westpfahl  
Jake Wilson

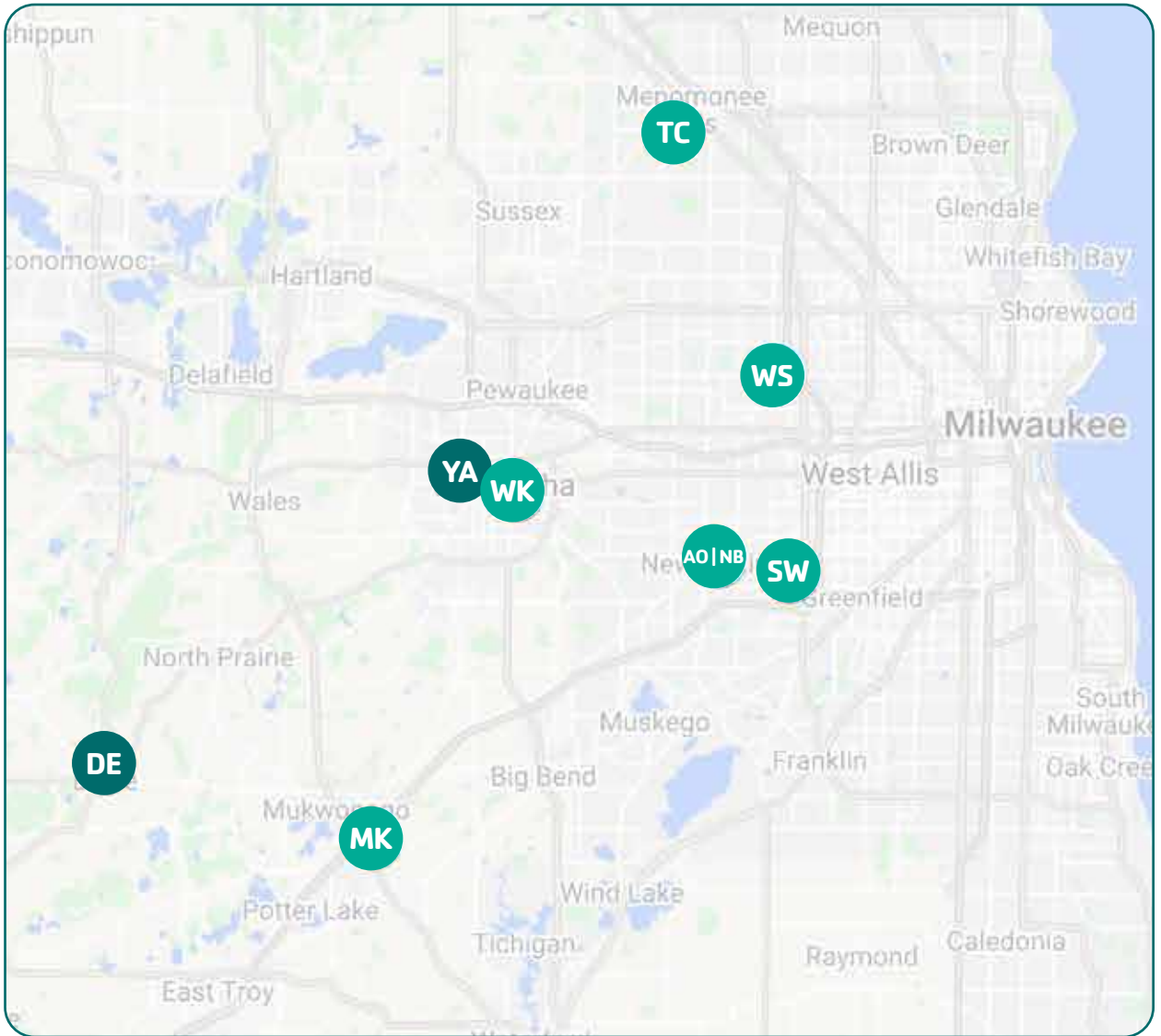
# ASSOCIATION BOARD OF DIRECTORS



Rick Andritsch, Chief Volunteer Officer

Tom Dieckelman  
George Furey  
Lew Hill  
Gary Sievwright  
Rick Swan  
Ron Clayton  
Tom Deisinger  
Ellen Dizard  
Cody Horlacher  
Darren Horndasch

Rick Kalscheuer  
Mark Mirsberger  
Scott Naze  
John Petrie  
Jeff Piette  
Griffin Prochnow  
Jeff Richards  
Jack Riesch  
H. Stanley Riffle  
Jim Wagner  
Sherri Wolfmeyer



# GROWING WITH OUR COMMUNITY

**AO ASSOCIATION OFFICE**

**NB NEW BERLIN YMCA**

**WK WAUKESHA YMCA**

**DE CAMP DOUBLE EAGLE**

**SW SOUTHWEST YMCA**

**WS WEST SUBURBAN YMCA**

**MK MUKWONAGO YMCA**

**TC TRI COUNTY YMCA**

**YA Y CHILDREN'S ACADEMY**

**“ A GOAL WITHOUT  
— A PLAN —  
IS JUST A WISH ”**



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**ASSOCIATION OFFICE**

New Berlin, WI  
262-330-5199

**NEW BERLIN YMCA**

New Berlin, WI  
262-330-5190

**WAUKESHA YMCA**

Waukesha, WI  
262-542-2557

**CAMP DOUBLE EAGLE**

Eagle, WI  
262-363-7950

**SOUTHWEST YMCA**

Greenfield, WI  
414-546-9622

**WEST SUBURBAN YMCA**

Wauwatosa, WI  
414-302-9622

**MUKWONAGO YMCA**

Mukwonago, WI  
262-363-7950

**TRI COUNTY YMCA**

Menomonee Falls, WI  
262-255-9622

**Y CHILDREN'S ACADEMY**

Waukesha, WI  
262-522-4977

**YMCA OF GREATER WAUKESHA COUNTY**