



STRENGTH IN COMMUNITY

2025-2029 STRATEGIC PLAN

YMCA of Greater Waukesha County



MISSION IN MOTION

The Strategic Plan is our roadmap for strengthening community impact, guiding the YMCA of Greater Waukesha County's commitment to empowering individuals, enhancing well-being, and fostering inclusivity across all we do. Rooted in our mission to put Christian principles into practice through programs that build healthy spirit mind, and body for all, this plan outlines our goals for the next five years, helping us to build a healthier, more connected community.

OUR STRATEGIC PRIORITIES

MAXIMIZE IMPACT

Continuously assess and enhance Y's financial sustainability and mission alignment through membership, program, and facility evaluation.

Cultivate ongoing processes for community connection and responsiveness.

Deliver high quality programs while pursuing growth and collaborative opportunities to expand community reach.

EMPOWERED TO SERVE

Build a passionate and skilled team aligned with the Y's mission.

Develop a robust plan for meaningful volunteer engagement.

Deepen organizational commitment to initiatives that represent the communities we serve.

WELL-BEING FOR ALL

Highlight tailored health programs for underserved populations.

Collaborate with community partners to enhance overall health outcomes.

Introduce innovative fitness initiatives for increased member impact and engagement.

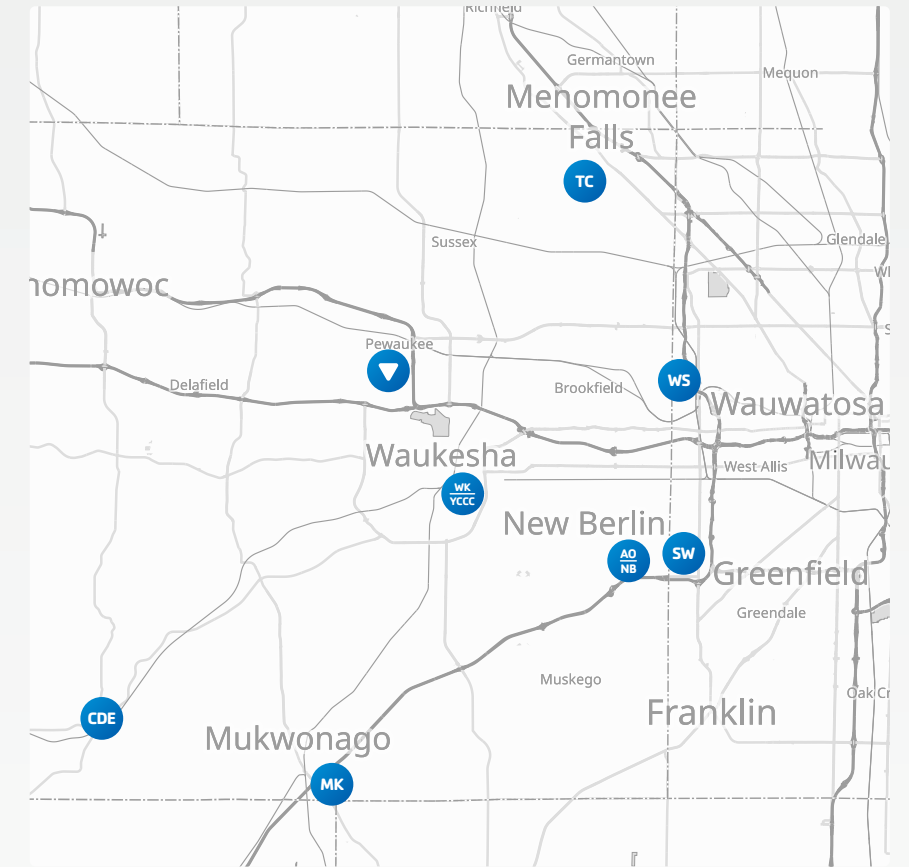
COMMUNITY BENEFIT

Expand support base through a comprehensive plan.

Craft clear, compelling messaging showcasing community impact.

Professionalize philanthropy with staff/volunteer education.

COMMUNITIES WE SERVE



ASSOCIATION OFFICE



TRI COUNTY YMCA



CAMP DOUBLE EAGLE



WAUKESHA YMCA



NEW BERLIN YMCA
WELLNESS CENTER



WEST SUBURBAN YMCA



MUKWONAGO YMCA



YMCA CHILD
CARE CENTER



SOUTHWEST YMCA



FUTURE LOCATION
YMCA AT WCTC

EXPLORE OUR
COMMUNITY WORK



BE A COMMUNITY LEADER

COMMUNITY ENGAGEMENT

Maximize Impact

Implement quality programs aligned with YGWC's board vision and explore new opportunities.

Ensure local branches have resources and capacity to enhance and deliver quality programs.

Expand programs beyond the Y, bringing activities to schools, parks, and the broader community.



BE A DESTINATION FOR FAMILIES

FAMILY-CENTERED PROGRAMS

Well-Being for All

Provide diverse programs and activities that engage entire families.

Establish a family service cabinet to coordinate family-focused programming.

Create targeted programs and member services specifically for teens and tweens.



BE THE BEST PLACE TO WORK

COMPENSATION & BENEFITS

Empowered to Serve

Offer competitive wages and benefits focused on financial stability and healthy living.

Educate all team members on available benefits and programs to attract and retain talent.

Communicate expectations and implement best practices that promote work-life balance.



AWARENESS & OUTREACH

Maximize Impact

Promote the Y's high-quality, affordable programs to reach more individuals.

Collaborate with corporate partners, board members, and community leaders to amplify awareness.

Research and explore new ways to share the Y's mission and offerings.



FACILITY ENHANCEMENTS

Maximize Impact

Assess facility usage and offerings to meet operational needs and member expectations.

Streamline registration processes for consistent experience across locations.

Develop an approved activity menu tailored by age group and location.



EMPLOYEE ENGAGEMENT & DEVELOPMENT

Empowered to Serve

Provide staff with opportunities for engagement, growth, and mentorship.

Recognize staff achievements and invest in professional development.

Offer resources and guidelines to develop leaders, ensuring consistency and strong communication.



STRENGTHEN GOVERNANCE & VOLUNTEER LEADERSHIP

Empowered to Serve

Identify, recruit, and develop volunteer leaders to foster influential and future-ready boards.

Provide operational support to empower leaders and staff at association and branch levels.

Enhance communication between board members and staff to align on shared goals.



COMMUNITY & SUPPORT

Community Benefit

Offer free and affordable opportunities, such as family nights and mentoring programs.

Build a supportive community with resources for members in need.

Promote and celebrate the individuals who strengthen the community and support wellness for all.



VALUE & EMPOWER STAFF TALENT

Maximize Impact

Support staff in leveraging their talents and experiences to collaborate with community partners.

Expand Safety Around Water, youth development, and adaptive programs for various populations.

Offer unique events, affordable classes, and STEM opportunities that enhance our community impact.

