



<p><b>Vision</b></p>	<ul style="list-style-type: none"> <li>■ The Long Branch Area YMCA will be a community leader by involving individuals in its effort to build strong kids, strong families, and strong communities by providing opportunities, experiences and environments that encourage positive choices by youth, families, and adults.</li> <li>■ To direct and develop the LBA-YMCA to financial greatness; a premier community organization of membership; a board sought by people of wisdom and influence; nationally recognized as model start-up YMCA, by seeking and following God's will.</li> </ul>			
<p><b>Mission</b></p>	<p>To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.</p>			
<p><b>Strategic Focuses</b></p>	<p><b>Financial Development</b></p>	<p><b>Facility Expansion</b></p>	<p><b>Member Health</b></p>	<p><b>Community Outreach</b></p>
<p><b>5 Year Targets</b></p> <p>Board Approved 11.16.09</p>	<p>To continue the strong financial position of the YMCA, board and staff leadership seeks to ensure financial growth by:</p> <ol style="list-style-type: none"> <li>1. Establish an <u>Endowment Education Campaign</u> by 2011.</li> <li>2. Annually deposit <u>reserves</u>, with a minimum goal of 3% of annual revenue.</li> <li>3. Increase the Annual <u>Strong Kids Campaign</u>" goal by 5% each year.</li> <li>4. Annually review <u>membership rates</u>, using the CPI for the area as a guide.</li> <li>5. <u>Hire and retain quality staff</u> members by offering competitive pay, training opportunities, rewarding excellence, and listening to staff feedback.</li> </ol>	<p>To maintain and increase membership and allow for expanded program development for kids, seniors, and families, the YMCA seeks to:</p> <ol style="list-style-type: none"> <li>1. Conduct a <u>feasibility study</u> by 2013 with potential of a capital campaign by 2015. (Possible expansions include: gym, multipurpose space, kids zone, gymnastics center, racket ball court, pool, etc.)</li> <li>2. Initiate strategic conversations during 2010 with the City of Macon to discuss collaborating to develop <u>multipurpose athletic field(s)</u>.</li> <li>3. Initiate critical research and exploratory conversations regarding the development of a <u>swimming pool</u>.</li> <li>4. Install an <u>elevator</u> in the facility by 2014.</li> </ol>	<p>To increase member health and address the chronic disease and obesity health crisis , the YMCA seeks to:</p> <ol style="list-style-type: none"> <li>1. Engage in <u>ACTIVATE AMERICA</u>.             <ol style="list-style-type: none"> <li>a. Offer fitness classes for youth: <u>Kids Club</u>.</li> <li>b. Help members reach their <u>fitness goals</u>.</li> <li>c. Seek expertise to arrange <u>fitness area</u> to maximize usage, increase cardio options and state of the art equipment.</li> <li>d. <u>Increase communication</u> with members and community; newsletters; advertising; public venues; call program to retain members and obtain new members.</li> </ol> </li> </ol>	<p>To meet the needs of our service area, the YMCA seeks to:</p> <ol style="list-style-type: none"> <li>1. Investigate program opportunities in <u>Shelby County</u> by conducting surveys, focus groups and meeting with potential collaborators in order to determine needs of the community as well as staff and program space opportunities.</li> <li>2. Take a <u>leadership role</u> in working cooperatively with community entities.</li> <li>3. Recognizing that <u>transportation</u> may be an obstacle for seniors, the YMCA will communicate opportunities for the OATS program or churches to provide transportation.</li> <li>4. Document the history of the YMCA, by seeking a volunteer to serve as "<u>Historian</u>", to preserve scrapbooks to share with the community.</li> </ol>