

2008-2013

YMCA of Greater Hartford

2008-2013 STRATEGIC PLAN Engagement & Impact

● Commitment to the Region

The YMCA is fully committed to making a unique and sustained impact on the quality of life for those who live in the Greater Hartford area.

● Children and Families

We reaffirm that our core focus is children and family development and we will engage in relationships and develop programs that strengthen the family unit.

● Positive Values

We will consistently and tirelessly promote positive values such as caring, honesty, respect, and responsibility.

● Strong & Connected Communities

We will work in a coordinated and collaborative manner to develop strong and connected communities by building relationships with organizations that foster understanding, diversity, and well being.

● Healthy Lifestyles

We will support healthy lifestyles, engage those who seek well-being, and actively influence decisions that impact health within our communities in order to provide better opportunities for individuals to improve health and wellness in spirit, mind and body.



Caring. Honesty. Respect.
Responsibility.
That's the Y.

HOW WILL WE GET THERE?

Relationships – We will refocus our efforts on relationships, impact, engagement, and involvement rather than numbers and access.

Membership for All – We will reposition the organization to attract and meet the needs of a truly diverse membership that mirrors the Greater Hartford region and the communities we serve.

Strengthening the Fundamentals – We will strengthen the fundamental building blocks of our organization and make a commitment to continuous improvement.

Program Measurement – We must measure the results of our programs using outcomes-based formulas to ensure that they are having the impact we desire and are using resources to their fullest.

Brand Identity – We will develop, maintain, and present a clear and consistent message within the Hartford region that emphasizes who we are and what we do well.