

From Vision to Future Impact: Williams County YMCA Strategy Roadmap



OUR MISSION

Overall purpose of the organization. What we do, for whom we do it, and the benefit.

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

OUR VISION

The picture of the preferred future if we are successful and achieve our mission.

Driving positive change to create the most hopeful, happy, and healthy version of you.

OUR CAUSE

Why we exist, our mission in action.

To strengthen the foundations of our community.

GUIDING PRINCIPLES

General guidelines that set the foundation for how we will operate.

Dependability

Integrity

Passion

Collaboration

Adaptability

What are our strategic priorities and organizational strategies that will support people and build community?

1

ADDRESS COMMUNITY HEALTH

- Lead and offer chronic health preventative programming so that we can improve the overall health of the county
- Engage area stakeholders and identify partners so we can help address mental health issues together
- Invest in programming and facilities that foster youth development



2

STRENGTHEN OUTREACH TO THE COMMUNITY

- Increase programs and services to outlying communities so that we can increase awareness and engage broader community involvement
- Foster relationships with businesses and community leaders to initiate growth and interest in our programs



3

CREATE ORGANIZATIONAL LONGEVITY & SUSTAINABILITY

- Increase membership so that we can continue to expand our reach
- Strengthen community impact by providing quality programs so that we can increase revenue

