



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



# FOREVER HERE FOR THE TRI-CITIES

STRATEGIC ROAD MAP  
TRI-CITIES FAMILY YMCA  
2021-2026

**For nearly 60 years, the Tri-Cities Family YMCA has worked to strengthen the Tri-Cities community by addressing social needs, promoting youth development and improving individual health and wellness, all while building the bonds of the community.**

## **AND OUR WORK CONTINUES...**

The Y is continuously evolving as we face new challenges and changes in our communities. In creating our Strategic Plan, we looked at our strengths as an organization and the needs of our community, through a series of input sessions from community leaders, our volunteers and staff.

Our plan will guide us as we strive to address the needs of children and teens, families and all our stakeholders, with greater focus on serving ALL, advancing inclusion and equity, while ensuring our foundation as an organization remains strong.

As we look to the future, we are inspired by the resilience of the Tri-Cities community. We are here for good, forever and for all, thanks to the generosity of our donors, funders and community. Together, we will build a stronger us.



**GREGORY COIL**  
Chief Executive Officer



**SUSAN PETRUS**  
Chief Volunteer Officer



# PRINCIPLES THAT SUPPORT OUR PURPOSE

## YOUTH DEVELOPMENT

We are committed to nurturing the **healthy, physical and emotional development** of all Tri-Cities youth.



## HEALTHY LIVING

We will facilitate efforts to improve the **health and wellness** of residents by reducing health disparities and increasing preventative wellness programs.



## SOCIAL RESPONSIBILITY

We will fuel a **culture of service and philanthropy** while strengthening the bonds of our community.





# OUR PRIORITIES & STRATEGIES





## **STRATEGIC PRIORITY #1:** **FINANCIAL SUSTAINABILITY**

**Develop benchmarks in all program, membership and facility areas to maximize long-term growth and sustainability.**

- Increase grants and philanthropy to sustain our mission and cause.
- Improve performance by creating partnerships and collaborations.
- Create greater community impact by strengthening and diversifying revenue streams for a more sustainable business model.

## **STRATEGIC PRIORITY #2:** **LEADERSHIP**

**Serve as a leading destination for non-profit professionals, volunteers and donors.**

- Continue to build a board and staff team that embraces and reflects all dimensions of diversity, equity and inclusion.
- Increase donor and volunteer impact and satisfaction by establishing the YMCA as a charity of choice.
- Engage community leaders and stakeholders in planning and development that improves the health and wellness of area residents and strengthens our community.

## **STRATEGIC PRIORITY #3:** **MEMBERSHIP AND PROGRAM EXPANSION**

**Leverage our longevity and reputation as a leading childcare and health and wellness provider to ensure growth, community impact and a strong value proposition for our members.**

- Expand programs with a focus on quality, affordable, childcare based on anticipated member and community needs.
- Grow our continuum of care to address the social and emotional well-being of youth and adults.
- Continue to address food insecurity throughout the community.

## **STRATEGIC PRIORITY #4:** **COLLABORATIONS**

**Maximize YMCA strengths and foster relationships with partners to expand impact in the community.**

- Expand early childhood and school-age care initiatives in collaboration with schools and other community partners.
- Establish key partnerships to expand the array of services available to the community.
- Strengthen the health and wellness of all area residents by prioritizing health interventions that foster healthy youth development and aid in the prevention and management of chronic disease.

## **STRATEGIC PRIORITY #5: FACILITY DEVELOPMENT**

**Cultivate a comprehensive facilities plan, based on community needs, to modernize our facility and maintain our presence as a vibrant community hub.**

- Update the facility assessment plan for ongoing upgrades and asset management.
- Create high return facility improvements each year that will drive membership engagement and satisfaction.
- Initiate a Capital Planning process to drive long-term capital needs in concert with collaborative partners.



## **OUR MISSION**

The mission of the Tri-Cities Family YMCA is to put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

## **OUR VISION**

To develop youth and improve health and wellness while strengthening the bonds of the community.

## **OUR CAUSE**

At the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors to make sure everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

**Join us.**

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2021-2026**

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