

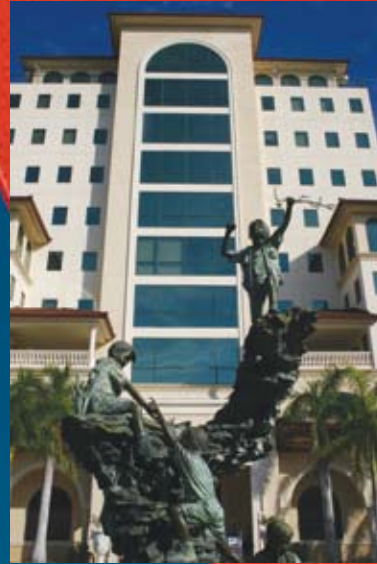
## *The Sarasota Family*

**YMCA** has become a national leader by creating and operating trailblazing programs and state-of-the-art facilities that address the needs of children, families and communities. Fiscally strong, the 60-year-old organization enjoys broad community support and has built an exceptional staff, management team and volunteer corps.

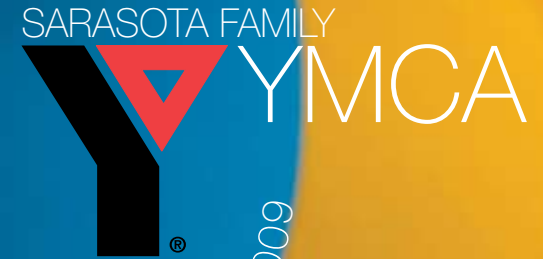
To ensure that the YMCA continues to meet the changing needs of people and the region -- one of the fastest growing in the country -- the board and staff have developed a strategic plan with four key goals for 2007-2009.

We continue to maintain our organizational strengths and provide a wide variety of programs and services. Over the next three years, we will give additional attention, resources and time to achieving those four goals.

The YMCA has established key objectives. Measurements for success have been established. Progress towards each goal will be evaluated throughout the three years of this strategic plan.



EXECUTIVE OFFICE  
ONE SOUTH SCHOOL AVENUE  
SARASOTA, FL 34237  
9 4 1 - 9 5 1 - 2 9 1 6



STRATEGIC PLAN 2007-2009



# Mission

We build strong kids, strong families, strong communities.

## Vision

Guided by our mission and tradition of Judeo-Christian values, Sarasota Family YMCA will be a community, state and national leader in providing and overseeing high quality progressive programs to enhance health, social services and character development.



## Strategic Goals and Key Objectives

### **BUILDING STRONG KIDS AND FAMILIES**

Maintain and enrich existing programs that continue to serve clients, members and communities. Add new programs that address our community's changing needs and aspirations.

Improve and expand facilities to meet the changing needs of our service areas.

Increase educational achievement of minority populations.

Where appropriate, ensure programs and facilities engage parents in children's development.

Develop and sustain effective prevention and diversion programs aimed at addressing childhood obesity, child abuse, addiction and school dropouts, among others.

Inform our communities about what we do and increase their support for our programs and facilities.

### **MEET HIGH QUALITY STANDARDS**

Maintain compliance with YMCA policies and procedures.

Ensure compliance with governmental contracts and grants.

Satisfy program participants, clients, members and employees.

### **EMBRACE DIVERSITY AT EVERY LEVEL OF THE YMCA**

Diversity will be evident in our programs, volunteers, staff management and the execution of the YMCA mission.

### **BUILD COMMUNITY INITIATIVES THAT FURTHER THE YMCA PRINCIPLES AND MISSION**

Participate in collaborative efforts to support initiatives that support the YMCA mission, such as affordable housing, superior early childhood development, top-quality education and others that address the needs of our members, staff, consumers and communities.