



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

IMPACTING

OUR FUTURE

METROPOLITAN YMCA OF THE ORANGES
2013-2015 Strategic Plan



Dear Friends,

In the pages of this booklet, you will find the Metropolitan YMCA of the Oranges' 2013–2015 Strategic Plan. At its core, this plan focuses on strengthening the foundations of our community with an emphasis on youth development, healthy living, and social responsibility.

The plan is a culmination of months of study, analysis, and discussion at the staff, volunteer and community stakeholder levels. Its function is to provide direction that guides our decision making processes and strategies and to serve as our compass as we continue to address the most pressing needs in our community.

The three priority areas that are addressed as a part of this plan include: Our Cause, Our Mission, and Our Impact.

In adopting this plan, the Board of Directors of the Metropolitan YMCA of the Oranges believe that we are poised to move our organization to a new level of service and impact. We all have reason to be even more proud of the organization that we have built together. The Y makes lasting, meaningful change possible for thousands of people. Yet our communities face unprecedented challenges, so we need to reach even more people to provide lasting and positive outcomes.

This plan is designed to do just that and it will provide a pathway to success that will help us move forward as a united organization dedicated to strengthening community.

Yours in service,



“We are made wise not by the recollection of our past, but by the responsibility for our future.”

- George Bernard Shaw



Richard K. Gorab
President and CEO
Metro YMCAs of the Oranges



Susan P. Ascher
Strategic Planning
Committee Chair

Mission Statement

Strengthen community through youth development, healthy living and social responsibility



IMPACT STATEMENT

People we serve will be stronger, healthier and feel supported. They will be more connected and more responsible to each other and to the community. Youth will feel safe and empowered to achieve their highest potential. As a result, our communities will thrive and people will grow closer together.

STRATEGIC ADVANTAGES

- » A highly recognized, respected and trusted brand with a proven history of impacting lives.
- » An operating model that allows us to adapt to changing community needs.
- » Cause-driven staff and volunteers who understand and live the mission.
- » Scope, breadth and quality of services that allow people of all ages and abilities to improve themselves.
- » Broad range of services that support families.
- » Influence and ability to convene community leaders for a greater good.



STRATEGY SCREEN

Strategy Screens are a transition point between the YMCA's expression of our identity and the way in which we seek our future. The strategy screen effectively expresses our identity in a set of "selection criteria" for choosing future strategies – and hence future direction.

WILL OUR STRATEGY

- » Align with our mission and desired impact?
- » Further protect and promote our brand?
- » Enhance our position as a cornerstone organization?
- » Leverage our strategic advantages?
- » Consider a new, or leverage an existing collaboration or partnership that is consistent with our mission?
- » Be financially viable and sustainable?
- » Have a measurable and credible outcome?
- » Balance the risks and benefits?
- » Consider our capacities and resources and whether or not we are the best to deliver?

“How wonderful it is that nobody needs to wait a single moment before starting to improve the world.”
- Anne Frank



»» OUR PRIORITIES, GOALS AND STRATEGIES

PRIORITY

OUR CAUSE

OUR MISSION

GOAL

People will have a greater understanding of our YMCA's impact through the way we live and share our cause.

More people will be positively impacted as we effectively mobilize resources to meet the mission of the Y.

STRATEGY

- »» Develop a cause-driven communications plan to promote through a wide variety of media sources.
- »» Measure our impact qualitatively and quantitatively.
- »» Educate and connect members, volunteers and staff to our cause.

- »» Recruit, engage and develop staff who are committed to the Y.
- »» Engage volunteers as resources and advocates.
- »» Develop a culture of philanthropy that generates necessary levels of support.
- »» Perform community needs assessments and develop plans to address service gaps.
- »» Enhance technological systems to strengthen our operational efficiencies and communication strategies.





OUR IMPACT

Lives will be strengthened as we work together to achieve greater impact in the areas of Youth Development, Healthy Living and Social Responsibility.

- » Transform the lives of our youth through character development, engagement and healthy decision making.
- » Expand and strengthen our efforts to improve the health and well-being of the community.
- » Provide opportunities for individuals and organizations to connect and engage for the betterment of the community.

“No individual has any right to come into the world and go out of it without leaving behind him a distinct and legitimate reason for having passed through it.”

- George Washington Carver

METROPOLITAN YMCA OF THE ORANGES

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