

IMPACTING LIVES

Open to all; responsive to community needs, committed to building character, wellness, and fellowship through programs that promote ethical values and bring the community together for the common good. We focus on four areas that make a profound difference by helping kids succeed, preparing teens for life, preventing drowning, and helping people grow healthier in spirit, mind, and body.

Helping kids succeed.

The Y’s Bright Beginnings program that provides backpacks, supplies, and clothing for the school year has been a blessing to them. “This program gives my kids a ‘yes’ when they often hear a ‘no’, Colleen, a mother of seven, said. “I am forever grateful for this program and what it’s done for my family. It’s so much more than new clothes. Hope and confidence have been instilled in them.”



Preparing teens for life.

During the pandemic, Ethan’s opportunity to engage with his peers and work on his leadership skills was limited. Thanks to a friend, Ethan attended Teen Leaders Club and eventually became the Y’s Youth and Government™ president. He credits the Y for his newfound sense of worth, leadership skills, confidence in public speaking, and continued desire to better himself and empower others to do the same.



Preventing drowning.

Reid’s parents watched in terror as their six-year-old sank to the bottom of a pool. After rescuing him, his family turned to the Y for swim lessons, where an instructor, undaunted by Reid’s autism, taught him about water safety. “While we know drowning can happen at any time, we can breathe a little easier knowing Reid is equipped with water safety skills,” mom Bethany said. “We will forever be grateful to the YMCA for taking the time to teach our child these essential skills.”



Helping people grow healthier in spirit, mind, and body.

Jose is proof of the Y’s dedication to helping people live healthy lives. He suffered a massive heart attack in 2015. He has been a member for 14 years and credits the Y and his years of exercising for his quick recovery; within weeks, he was back, showing off his Zumba moves.



These four areas are based on need backed by statistical evidence in society. Our solutions benefit the individuals served and have the potential to benefit future generations.



YMCA OF THE VIRGINIA PENINSULAS
41 Old Oyster Point Road, Suite C, Newport News, VA 23602
757-223-7925 ymcavp.org

FACILITY AND PROGRAM LOCATIONS

- LUTER FAMILY YMCA**
259 James Street
Smithfield, VA 23430

TOM & ANN HUNNICUTT FAMILY YMCA
7827 Warwick Boulevard
Newport News, VA 23607

HAMPTON FAMILY YMCA
1 YMCA Way
Hampton, VA 23669

FORT MONROE YMCA
8 Ruckman Road
Fort Monroe, VA 23651

YMCA HEALTH & WELLNESS CENTER
4001 Coliseum Drive
Hampton, VA 23666

VICTORY FAMILY YMCA
101 Long Green Boulevard
Yorktown, VA 23693

R. F. WILKINSON FAMILY YMCA
301 Sentara Circle
Williamsburg, VA 23188

MATHEWS FAMILY YMCA
33 Cricket Hill Road
Hudgins, VA 23109

GREATER WEST POINT FAMILY YMCA
3135 King William Avenue
West Point, VA 23181
- MIDDLESEX FAMILY YMCA**
11487 General Puller Highway
Hartfield, VA 23071

YMCA /APYC CAMP KOKOKA Program Location
1083 Boys Camp Road
Kilmarnock, VA 22482

NORTHERN NECK FAMILY YMCA
39 William B. Graham Court
Kilmarnock, VA 22482

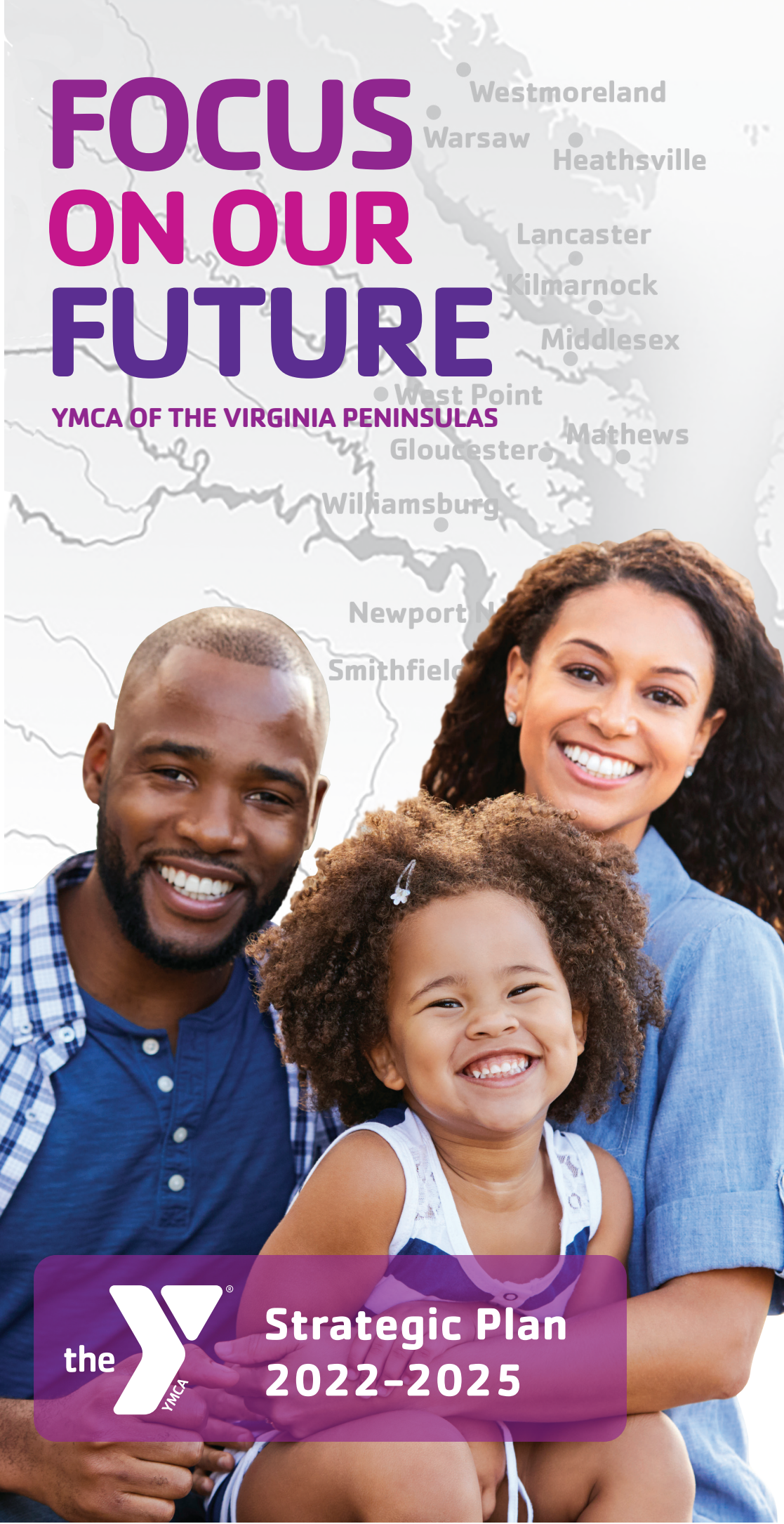
YMCA WILEY CHILD DEVELOPMENT CENTER Program Location
458 Harris Road
Kilmarnock, VA 22482

NORTHUMBERLAND FAMILY YMCA
6348 Northumberland Highway
Heathsville, VA 22473

RICHMOND COUNTY FAMILY YMCA
45 George Brown Lane
Warsaw, VA 22572

WESTMORELAND FAMILY YMCA Program Location
18849 Kings Highway
Montross, VA 22520

FIRST TEE – VIRGINIA PENINSULA Program Location
1003 Brick Kiln Boulevard
Newport News, VA 23602



Road Map for the Future

In February 2021, we officially kicked off our Focus on Our Future 2022-2025 strategic plan process. We reviewed the 2021 strategy screen and 2021 operating plan key objectives with the Strategic Plan Oversight Committee and asked the question, “Is this still relevant?” After reviewing the feedback from many input sessions that included both staff and volunteers, the board affirmed our plan and moved forward.

OUR MISSION

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

OUR CAUSE AND AREAS OF IMPACT

At the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income, or background, has the opportunity to learn, grow, and thrive. That’s why our work is focused in three areas.

- **Youth Development:** Nurturing the potential of every child and teen.
- **Healthy Living:** Improving the nation’s health and well-being.
- **Social Responsibility:** Giving back and providing support to our neighbors.

OUR VALUES

Our Y upholds the values of caring, honesty, respect, responsibility, faith, and belonging. These guide us as we work to strengthen the foundations of community.

- **Caring:** Strengthening relationships by seeking to understand.
- **Honesty:** Leading with integrity through truthful words and actions.
- **Respect:** Being open and understanding to all.
- **Responsibility:** Being accountable for both your actions and impact.
- **Faith:** Believing in things yet unseen.
- **Belonging:** Cultivating an environment of acceptance, appreciation, and inclusion.

OUR STRATEGIC ADVANTAGES

Our “traits.” Using our unique assets and outstanding execution.

- Our mission, values, and cause welcome all in a safe, inclusive environment, providing financial assistance to those who wish to participate.
- Our geographic footprint and reach; our ability to convene, partner, and collaborate.
- Our brand and name recognition. Our reputation of service.
- Our ability to provide programming that is responsive to community needs.
- Our volunteer and staff leadership.

OUR STRATEGY SCREEN

Using a filter in aiding the Y’s choices to say “yes,” “not yet,” or “no” to new opportunities.

1. How does this opportunity align with and support our mission, values, and resources?
2. Does this fit within our three strategic priorities?
3. Is this a real need in our community, and does it fit into our areas of focus?
4. Are we the best organization for this, and is there an opportunity to partner or collaborate?
5. What return on investment and impact will this opportunity deliver?
6. What resources are needed to deliver high quality?
7. How will this effort ensure equity and improve relationships across multiple dimensions of diversity in our community?

Strategic Priorities

Deepen Impact

Execute programs to address the critical social needs in our communities.

1. Grow membership base to serve a broader population, helping people grow healthier in spirit, mind, and body.
2. Identify, create, and execute programs that position the Y as a community leader in our areas of focus.
3. Advance equity in the communities that we serve and seek to serve.

Programs to Deepen Impact

	Youth Development	Healthy Living	Social Responsibility
Help Kids Succeed	Child Care Youth Sports	Family Wellness Programs	Bright Beginnings Power Scholars
Prepare Teens for Life	Teen Leaders	Y Achievers	Youth and Government™
Prevent Drowning	Youth Swim Lessons Swim Team	Adult Swim Lessons	Safety Around Water Second Grade Learn to Swim
Help People Grow Healthier in Spirit, Mind, and Body	Youth Wellness Programs	Group Exercise Classes	Togetherhood

Strengthen the Brand

Enhance the image of the Y as an impactful community-based, nonprofit organization.

1. Tell the Y story and communicate our cause.
2. Leverage our reputation to maximize our collective impact.
3. Utilize technology to create quality and seamless experiences.



Build Capacity and Expand Our Reach

Create the infrastructure needed to increase our mission and serve more.

1. Recruit, retain, and invest in staff and volunteers to drive growth and impact.
2. Increase philanthropic and contributed support by increasing the number of donors and volunteers by deepening their engagement.
3. Invest in our current and future physical assets to ensure they support our programs and the communities that we serve.

