2026 YMCAVP

ORGANIZATIONAL PRIORITIES ALIGNED TO IMPACT 2030

the YMCA

DELIVER

EXCEPTIONAL MEMBER EXPERIENCES AND HIGH-QUALITY PROGRAMS

ELEVATE

THE STAFF MEMBER'S JOURNEY

MISSION

AND MARGIN

PURPOSE

KEEP THE MAIN THING THE MAIN THING

EXECUTE THE SHAPING OUR FUTURE – IMPACT 2030 STRATEGIC PLAN with clear alignment to YMCA mission and community outcomes

STRENGTHEN A CULTURE OF PHILANTHROPY to fuel mission delivery, capital investment, and long-term sustainability

ELEVATE AWARENESS AND ENGAGEMENT around the YMCA's mission, impact, and leadership role in the community

Advances strategic priorities through mission clarity, advocacy, and sustainability

PEOPLE

OUR MOST VALUABLE ASSET

STRENGTHEN THE STAFF JOURNEY and leadership pipeline to support long-term mission impact

REIMAGINE THE VOLUNTEER EXPERIENCE to deepen engagement, leadership, and community connection

BUILD ORGANIZATIONAL CAPACITY through leadership development, risk awareness, and strategic partnerships

Enables strategic priorites through people, leadership, and organizational strength

PROGRAMS

OUR TOOLS TO ACHIEVE OUR MISSION

DELIVER EXCEPTIONAL MEMBER EXPERIENCES that help people grow healthier in spirit, mind, and body

EXPAND OPPORTUNITIES FOR ALL through accessible, high-quality programs and services

ENSURE HIGH STANDARDS of safety, child protection, risk management, and quality across all programs, child care, and services

Supports helping people grow healthier, helping families thrive, preventing drowning, helping kids succeed, and preparing teens for life

PLACES

WE ARE THE "THIRD PLACE"

ADVANCE THE 2026 CAPITAL PLAN AND BUILDING OUR FUTURE – PHASE II to support community impact and long-term relevance

ENHANCE FACILITIES AS WELCOMING THIRD PLACES that strengthen connection, belonging, and member experiences

ALIGN SPACES AND EXPAND SERVICES into new communities to support membership growth and mission delivery

Creates environments that enable connection, growth, and impact across all priorities

PROGRESS

FINANCIAL STRENGTH FOR TODAY AND TOMORROW

STRENGTHEN FINANCIAL PERFORMANCE through margin growth, healthy reserves, and disciplined stewardship

MODERNIZE FINANCIAL PLANNING and forecast support data-informed decision-making and enterprise risk management

EXECUTE A STRATEGIC DEBT AND RETIREMENT STRATEGY that balances growth, flexibility, and long-term sustainability

Ensures financial sustainability and responsible risk stewardship to support long-term impact across each strategic priority

YMCA OF THE VIRGINIA PENINSULAS