

Imagine the Possibilities



YMCA of South Hampton Roads Strategic Plan 2005–2008

Serving Coastal Virginia and
Northeastern North Carolina

As children, we can imagine anything and everything from being a super hero to a gymnastics star at the Olympics. While in review of this pamphlet, you can only imagine the possibilities for your YMCA seeking to enrich the quality of life here within our regional community by “moving the mark” on huge societal issues such as youth obesity, teen outreach and total family health.



No other human services organization in our region is better equipped to effect change than your YMCA. The quality of our volunteers and staff, combined with first-rate facilities, provide the tools necessary to accomplish our mission of putting Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all. In the achievement of our mission, the YMCA will become the preeminent organization for strengthening families by instilling the values of caring, honesty, respect, responsibility and faith throughout Coastal Virginia and Northeastern North Carolina.

A new level of creativity and commitment will help us “move the mark” and bring the impact of the YMCA into even more lives throughout our service area. Imagining the possibilities brings into focus that the best program for teens has yet to be designed, the best way to stem the rising tide of youth obesity has yet to be developed, the best outreach to make healthy families has yet to be created. Over the next four years, volunteers and staff will imagine the possibilities, design new programs, develop new resources and change lives. Close your eyes and imagine... imagine the possibilities!

A handwritten signature in black ink that reads "Charles E. Harris". The signature is written in a cursive, flowing style.

Charles E. Harris
President/CEO

Strategic Planning Committee Members

Dee Carpenter, Chairman
Sandy Bond
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Jim Dille
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Steve Romine
Les Watson
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YMCA Mission

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

Teens

We will become the leading provider of teen programs, services and facilities that form building blocks to help teens grow up healthy, caring and responsible.

Measures

- * Increase the number of teenagers that actively participate in YMCA programs. Goal: 1 in 10 teens in our primary market area
- * Obtain teen response through surveys that YMCA participation has helped them build the 40 developmental assets as described by Search Institute. Goal: 80% of participants will show improvement in selected asset measures
- * Increase the number of teenagers that participate in YMCA programs through family memberships. Goal: 15,000 teenagers
- * Increase the number of teenagers that participate in TeenQuest. Goal: 3,000 participants on FitLinxx

Core Programs

The First Tee
Family Fun Zones
TeenQuest

Teen Centers
Skate Parks
Leadership Development

Health and Wellness

The YMCA of South Hampton Roads will become the number one comprehensive health destination in the community.

Measures

- * Continue to grow overall Association membership aggressively. Goal: 143,640 total members
- * Increase the percentage of members that participate weekly in YMCA activities and report that the YMCA helped them achieve their health and wellness goals. Goal: 75% of users
- * Model YMCA membership unit percentage with the percentage of the population in each household income level identified in the primary market area of each Branch by the bi-annual Seer Analytical Study. Goal: 90% compliance with the percentage of each household income level and ethnicity per community
- * Reduce youth obesity by 10% in each community served; utilizing local percentages established by the results of the President's Physical Fitness Test. Goal: 10% of youth in elementary schools improve their test scores

Core Programs

FitQuest

Older Adult programs

Sports training

Retirement Community Collaborations

Family Fun Zones

In-school fitness promotions

Aquatic fitness

Families

The YMCA of South Hampton Roads will become recognized as the premier organization for strengthening families by serving one in ten families in our communities.

Measures

- * Increase the number of families that participate in Y Guides programs. Goal: 1,000 family members
- * Increase family participation and interaction through the establishment of Family Fun Zones.
Goal: Five Family Fun Zones
- * Continue to grow Family membership aggressively.
Goal: 134,640 family members
- * Increase family member participation in YMCA programs monthly. Goal: Two family members participate together in the same activity twice per month

Core Programs

Y Guides	Parent-Child exercise programs
The First Tee	Child Care
Aquatics	

Regional Outdoor Center

The YMCA of South Hampton Roads will develop a regional outdoor center to become the premier site to build developmental assets in youth and teens in our community.

Measures

- * Increase the number of youth that participate in YMCA sports and camping programs.
Goal: 10,000 participants annually
- * Expand environmental education programming to schools. Goal: 2,500 students annually
- * Provide one-day trainings and team-building events for local businesses. Goal: 2,500 people annually

Core Programs

Summer Camp
Family Weekends
Youth Sports
International programs

Teen Adventure
Environmental education
Aquatics

Capital Development and Endowment

The YMCA of South Hampton Roads is committed to providing the financial resources, tools and assets necessary to successfully achieve the goals and objectives in the 2005–2008 Corporate Plan.

Measures

- * Expand capital support from members and the community. Goal: \$24,000,000
- * Increase the YMCA Endowment Fund.
Goal: \$10,000,000 (half in cash; other deferred)
 - Endowment for Community Services
 - Endowment for Camp Silver Beach
- * Capital Case:
 - Regional Day Camp
 - Family Fun Zone
 - North Suffolk Branch
 - Southern Virginia Beach/Princess Anne
 - Norfolk (renovation including parking)
 - Greate Bridge/Hickory Expansion

Governance

The YMCA of South Hampton Roads is committed to providing the leadership and management structure necessary to successfully operate a growing organization. To this end, the YMCA will review and revise Association governance and business practices, policies and procedures to support the needs of a \$40,000,000+ charitable organization.

YMCA Branches

Corporate Office	(757) 624-9622
Corporate Office Annex	(757) 233-9768
Albemarle Family YMCA	(252) 334-9622
Chesapeake School-Age Child Care	(757) 233-9028
Community Services	(757) 624-9622
Dominion Tower YMCA	(757) 627-4124
Early Adventures	(757) 549-9757
Early Discoveries	(757) 467-8900
Eastern Shore Family YMCA	(757) 787-5601
Effingham Family YMCA	(757) 399-5511
Great Bridge/Hickory Family YMCA	(757) 546-9622
Greenbrier Family YMCA	(757) 547-9622
Greenbrier North YMCA Wellness & Racquetball Center	(757) 366-9622
Hilltop Family YMCA	(757) 422-3805
Indian River Family YMCA	(757) 366-0488
Mt. Trashmore Family YMCA	(757) 456-9622
Norfolk Family YMCA	(757) 622-9622
North Suffolk Family YMCA	(757) 638-9622
Outer Banks Family YMCA	(252) 449-8897
Salem YMCA Family Center	(757) 471-9622
Suffolk Family YMCA	(757) 934-9622
The First Tee Hampton Roads YMCA	(757) 563-8990
YMCA Camp Silver Beach	(757) 442-4634

Notes



YMCA of South Hampton Roads

312 W. Bute Street • Norfolk, VA 23510

(757) 624-9622 • www.ymcashr.org

We build strong kids, strong families, strong communities.