

# STRATEGIC PLAN OVERVIEW

TAMPA METROPOLITAN AREA YMCA | 2023-2025



## ORGANIZATIONAL STRATEGY

To build on our deep-rooted history of impacting lives by serving as an inspiration for health and well-being for kids, families, seniors, and all who live in Tampa Bay. We will meet every community and every individual, where they are, and help them reach their full potential. Furthermore, every member of our community will see the Tampa YMCA as a place where they belong.

### STRATEGIC PRIORITIES



#### Advance Leadership Development

Recruit, engage, and retain excellent staff and volunteer leaders as part of our healthy work culture and environment, offering numerous opportunities for growth.



#### Grow Philanthropy

Position the Y as a vital community resource, powerfully communicating our organizational impact for greater influence and reach.



#### Elevate Membership Experience

Strengthen connectedness and engagement of our members, helping all feel included and part of the Y.



#### Prepare Youth For Success

Enhance programming to meet critical community needs, with a special focus on mental well-being, drowning prevention, and programming to position youth for success in all stages of life.



#### Fill Critical Community Voids

Focus on increasing outreach to diverse communities to serve every zip code, ensuring the Y is prepared for growth, maintains excellence, and remains relevant to the neighborhoods we serve.



#### Enhance Our Family Centers

Expand and evolve our facility assets through renovations, upgrades, and new facilities to best meet the needs of Tampa's growing population.

#### OUR MISSION

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

#### OUR VISION

Empowering every individual in our community to reach their healthiest and most fulfilled life.

#### WE SERVE

More than 260,000 individuals each year—people of all ages grow and thrive at the Y: Infants | Toddlers | Preschool | School Age | Teens | Young Adults | Adults | Seniors | Families