



GROWING STRONGER TOGETHER

The work of the staff and volunteers and the involvement of our community at the YMCA of El Paso from 2012-2016 within our Strategic Plan will form a very important phase in the history of our YMCA. Through our collective planning and the annual tactical plans that are borne out of this strategic document, we will ensure the delivery of programs and services to greater numbers of people each year in a sustainable manner that helps us to strengthen our ability to build *Strong Kids, Strong Families, and Strong Communities*.



One ENGAGE MORE PEOPLE

FACT – Programs are core to the YMCA’s Mission to serve the community.

VISION – The YMCA of El Paso will continue to develop and expand programs and services to meet the needs of our community.

CHALLENGES – An estimated 37% of El Paso area high school students will not make it to graduation. El Paso ranks as the third fattest community in the country. Quality family time is constantly decreasing as the amount of a child’s free time is spent in front of the television or computer screen. Although e-mail, texts and tweets expand our number to contacts, the number of interpersonal relationships among people contracts on a daily basis.

THE YMCA RESPONSE—WE WILL ACTIVELY WORK TO:

- **Develop healthy children and youth**
- **Improve the health of families and adults**
- **Strengthen our ability to address identified emerging community needs**

OUTCOME 1

YMCA membership, programs and services will expand and be readily accessible to more people – contributing to the health and vitality of our community.

" It's easier to build a boy than to mend a man. "

charles gavin

OUR VISION

The YMCA of El Paso is the recognized community leader for youth development, for healthy living, and for social responsibility.



OUR MISSION

The Mission of the YMCA of El Paso is to put Christian Principles into practice through programs that build strong spirit, mind and body for all.

Two MANAGE OUR ASSETS

FACT – A strong community YMCA needs strong assets.

VISION – The YMCA of El Paso’s operations and facilities successfully serve the population of western Texas and southern New Mexico.

CHALLENGES – In the face of tough economic times and an uncertain future, the community’s need for the services of the YMCA is more critical than ever. Each year, thousands of members and participants visit our facilities. This extensive usage, combined with normal facility aging and program evolution, requires a renewed commitment to keep our branches “new and relevant”.

THE YMCA RESPONSE—WE WILL ACTIVELY WORK TO:

- **Develop, grow and sustain current programs**
- **Renew or replace facility and other assets**

OUTCOME 2

Our YMCA’s physical assets will be vital spaces for hosting and supporting programs and services that contribute to the health and vitality of our community.

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

george washington carver

**Three
BUILD OUR CAPACITY**

FACT – A strong community needs strong leadership.

VISION – The YMCA of El Paso will become a leader in the future of western Texas and southern New Mexico.

CHALLENGES – Making sure that a strong and consistent vision for a stronger community can overcome short-sightedness and petty politics.

THE YMCA RESPONSE—WE WILL ACTIVELY WORK TO:

- **Ensure that our people are our greatest assets**
- **Seek strategic collaborations and partnerships**
- **Expand community awareness of the YMCA Mission**

OUTCOME 3

Our YMCA will be positioned as a well-managed, quality provider of programs and services, an employer of choice and a community partner dedicated to improving health and vitality.

" How wonderful it is that nobody needs to wait a single moment before starting to improve the world. "

OUR CORE VALUES

Caring, Honesty, Respect, Responsibility and Faith



OUR GUIDING PRINCIPLE

Strengthening our community through youth development, healthy living and social responsibility

**Four
STEWARD OUR RESOURCES**

FACT – Financial stability is key to being able to focus on the Mission of the YMCA.

VISION – The YMCA of El Paso will continue to grow as a financially strong and autonomous community organization that stewards its resources effectively to benefit YMCA activities and service.

CHALLENGES – In an economy that is growing more demanding and complex by the hour, the need for proper stewardship of resources is critical for present and future success and sustainability.

THE YMCA RESPONSE—WE WILL ACTIVELY WORK TO:

- **Ensure long term financial self-sufficiency**
- **Create a stronger philanthropic culture**

OUTCOME 4

Our YMCA will be financially healthy and well-positioned as a strong philanthropic organization, providing leadership and contributing significantly to the vitality and health of the community, locally and regionally.

" To him in who love dwells, the whole world is but one family. "
buddha

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YMCA OF EL PASO

808 Montana Avenue
El Paso, TX 79902

915.532.9622
www.elpasoymca.org