



Strategic Advancement ▶ Report

Noble County Family YMCA
2021 YEAR END REPORT

Our Foundations

▶ The Mission

To put Christian principles into practice through programs that build healthy Spirit, Mind, and Body for all.

▶ The Y's Core Values

- ▶ Respect: We treat each other and those we serve as we hope to be treated ourselves.
- ▶ Caring: We show a sincere concern for others and their well-being.
- ▶ Honesty: We are truthful in what we say and what we do, we do not make promises we do not intend to keep.
- ▶ Responsibility: We are good stewards of our resources and our actions, strive for excellence in our actions, and are accountable to those we serve.
- ▶ Inclusion: We acknowledge that each person brings unique experience and perspective, and we are strongest when we embrace the diversity around us to serve our community. The Y is for all people, a place where everyone can belong.

▶ The Y's Purpose and Areas of Impact

At The Y, Strengthening Community is our purpose. We connect all people to their potential, purpose, and each other to deliver impact in these three areas:

- ▶ Youth Development: Empowering young people to reach their full potential
- ▶ Healthy Living: Improving individual and community well-being.
- ▶ Social Responsibility: Providing support and inspiring action in our communities.

Noble County Family YMCA Impact Statement

The YMCA strives to interrupt the cycle of poverty in Noble County by paving the way to health, education, and hope for those who live in our community.

Our Strategic Advantages

1. Our brand recognition
2. Our ability to convene and build community
3. Our welcoming and inclusive nature
4. Our history in the community
5. National resources from the YMCA of the USA

Our Big Questions

1. What is the role of The Y in the Community?
2. How can The Y be a catalyst for change in the community?
3. How can The Y elevate our image and impact?
4. How can The Y strengthen its philanthropic culture?

Our Strategy Screen

1. Is there a need for it in the community?
2. Does it align with our mission and values?
3. How will it align with our strategic plan?
4. Does it leverage our strategic advantages?
5. Do we have the resources to implement and sustain in the short and/or long term?
6. Will this position the YMCA for growth?
7. What are the risks and how do we manage or mitigate those risks?

Strategic Priority 1: Youth Development

Establish a whole-person approach to healthy, confident, and hopeful youth.

Strategies

- ▶ Increase access to high quality affordable childcare
 - ▶ To improve school readiness for children entering Kindergarten
 - ▶ To help prevent learning loss for school-aged children
- ▶ Develop key community collaborations and partnerships with organizations serving school-aged youth.
- ▶ Engage youth and teens in programs that equip them to be successful adults

Measurable Outcomes

- ▶ The Y will become a backbone organization to support childcare providers in Noble County
- ▶ The Y will establish two strategic partnerships that will move our work forward
- ▶ Youth in YMCA programs will build life and leadership skills, strengthen capacities, and engage in workforce development activities that enhance opportunities for post-secondary education and employment.

Strategic Priority 1: Youth Development

Establish a whole-person approach to healthy, confident, and hopeful youth.

Our Work in 2021

- ✓ Hope Center, a partnership with DHS and PPS, preventing learning loss in students participating in school virtually.
- ✓ Start-up programs Y Summer Academy and Power Scholars Academy were started in response to OSDE's summer funding opportunities for the 2021 summer, preventing learning loss for students at high-risk over the summer. These programs were free to students, a \$32,000 initiative.
- ✓ The Y offered over \$12,000 in financial to children and families so they could access quality afterschool and summer camp.
- ✓ Developing partnership with Headstart to support children & families overall growth, well-being, and sense of community.
- ✓ Developing partnership with Perry Public Schools, as outlined by OSDE's ESSER Community-School Partnership Initiative, to be the primary afterschool provider for elementary students.
- ✓ Applying for 2 Star status with DHS for our childcare programs.

Strategic Priority 2: Healthy Living

Be a community leader in providing programs & services that build health and well-being for all.

Strategies

- ▶ Develop Healthy Living programs that address community needs through partnerships.
- ▶ Promote knowledge & awareness of mental health to reduce stigma.

Measurable Outcomes

- ▶ The Y will increase the number of people served through Healthy Living Programs.
- ▶ The Y will establish partnerships with organizations who share goals of promoting mental health education.

Strategic Priority 2: Healthy Living

Be a community leader in providing programs & services that build health and well-being for all.

Our Work in 2021

- ✓ Expanded our Fitness Class Menu, engaging more community members in fitness classes
- ✓ Hosted a CommUNITY Health Fair, highlighting YMCA and other health-centered programs to promote the overall health and well-being of Noble County.
- ✓ The 2021 Turkey Trot engaged over 100 runners and volunteers of all ages in a fun run and 5k on Thanksgiving Morning. This, our first in-person 5k, promoted Healthy Living choices to our community and benefitted the Tim Hight Food Program.

Strategic Priority 3: Social Responsibility

The Y is seen as a leader in addressing important community issues.

Strategies

- ▶ Find a sustainable solution to hunger in the community.
- ▶ Become the leading provider of swim safety classes in Noble County.

Measurable Outcomes

- ▶ A food security solution will be established in the community with a focus on serving healthy meals to children.
- ▶ Build community awareness about the importance of water safety by providing education and teaching essential water safety skills.

Strategic Priority 3: Social Responsibility

The Y is seen as a leader in addressing important community issues.

Our Work in 2021

- ✓ This year, the Tim Hight Food Program established a second meal site at Lion's Park over the summer and fed students in Y Club, Hope Center, Summer Camp, Y Summer Academy, Power Scholars Academy, and School Days Out.
 - ✓ This year, the THFP served over 157 children
 - ✓ A total of 9,645 meals were served (surpassing the number of meals served in 2020 by over 1000!)
 - ✓ 14,468 pounds of food were injected into our community to interrupt the poverty cycle
- ✓ USDA – Malzahn Food Program Matching Grants were awarded to develop Food Program Sponsorship and further our work as a hunger relief organization.
- ✓ 95 children participated in life-saving Safety Around Water courses at no cost, significantly contributing to child water safety in Noble County.
- ✓ Opened Swim Lesson classes for children in our community to continue developing avid safe-swimmers in our community.

Strategic Priority 4: Organizational Capacity

The Y will increase our ability to do the work.

Strategies

- ▶ Increase awareness of The Y being a cause-driven, non-profit charitable organization.
- ▶ Increase public awareness of our Vision, emphasizing our key causes, expertise, and impact on the community.
- ▶ Grow membership and program revenue to strengthen our economic engine and increase impact.

Measurable Outcomes

- ▶ The Y will increase annual campaign support
- ▶ A marketing plan will be developed and implemented using clear and consistent messaging that highlights the Y's impact in addressing the needs of our community.
- ▶ Membership and program revenue will grow annually.

Strategic Priority 4: Organizational Capacity

The Y will increase our ability to do the work.

Our Work in 2021

- ✓ More community involvement has led to greater awareness and engagement of The Y. Engagements and representation includes Rotary, Lion's Club, Main Street Perry, Mingle on Main, Springfest, 16th Celebration, and more.
- ✓ The 2021 End of Year Giving Campaign and 2022 Sustaining Campaign Plan have been developed to support greater community awareness and engagement in the social responsibility and stewardship of the YMCA.
- ✓ In 2021, we raised a total of \$123,000 in Annual Campaign Funds
- ✓ In 2021 we were awarded \$224,600 in new grants towards our work
- ✓ Membership, program revenue, and grant awards increased dramatically in 2021. Collectively, the Departments of Membership, Aquatics, Sports, Camp, and Afterschool Care ended the year \$129,000 net above budget expectations.

Looking Forward with Gratitude

It is with tremendous support from our donors, volunteers, board members and staff that we have been able to do this work. They are the backbone of The Y, the passion, dedication, and determination they bring to the table each day keeps the flame of our organization alive.

When we share something material, we are left with less of what we started. But currencies of spirit, elements such as light, love & knowledge defy these physical conditions – they increase as they are shared and become eternal.... When we use one flame to light another, the glow is not halved – the light is multiplied.

- Micaela Ezra

Thank you to each staff, board member, volunteer, donor, advocate, and member for their unending support and helping to share the light of connection, community and belonging in Noble County. You are our reason Y we do what we do.