Fully Engaged

At the YMCA of Greater Richmond, we believe in community.

We believe in accessibility, opportunity, equity and inclusion for all residents of our region. The Y’s reach is broad; everyone has the opportunity to belong—young or old, man or woman, people of all faiths and color. We are committed to strengthening the foundations of community every day because this is our cause. We strengthen human capacity by working with our neighbors to bring about transformational change together—and we call that community engagement.

At the Y, we lead with heart. We hold dear and strive to carry out the principles of asset-based community engagement. We empower and support, encourage and enhance. We’re about equity. Health equity ensures that a family’s health is not dictated by the zip code where they reside; learning equity offers children the experiences and academic support needed to succeed in and out of the classroom; and, equity offers youth chance for hands-on, experiential learning and opportunities to and be of service in their own communities.

For more than 160 years, we have been committed to serving the needs of our communities. We live out principles and practices that reflect good stewardship, integrity in quality programing, inclusion, values-based leadership, and the belief that all people are due dignity because they are created in the image of God. The Y is a place where all people are welcome. It is a community asset to be utilized by the community for the greater good of all.

Our desire is that everyone who participates in Y programs or services will grow in spirit, mind and body. We provide opportunities for personal transformation and enable people to overcome, adapt and thrive. This strategic plan will maintain and sustain many existing programs and drive areas of improvement while allowing for innovation to reach new constituents.

The strategic goals and objectives featured here will guide the YMCA of Greater Richmond as we continue to navigate the global pandemic and serve as our road map for the future. We believe they are compelling and courageous, and they stretch us, as well as those who join us, in our journey to help all people reach their full potential.

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

YMCA Core Values
- Caring
- Honesty
- Respect
- Responsibility

YMCA Cause
To strengthen the foundations of our community.

GROWTH IN THE YEARS AHEAD will result from clear communication of the Y’s cause, focusing on youth development, healthy living and social responsibility, and commitment to inclusion and accessibility. We will be a charity of choice and pursue the philanthropic resources needed to create and sustain excellence with equitable buildings, infrastructure and programs across our service region.

For Youth Development

The Y will strengthen personal capacity in youth and teens.
Youth in YMCA of Greater Richmond programs will experience personal growth that better prepares them to thrive in life by providing education, support, physical and emotional guidance and enrichment that can help them learn, grow and achieve.

KEY OBJECTIVE: Increase the learning opportunities and capacity for academic excellence for students enrolled in YMCA out-of-school time programs.

COMMUNITY SUCCESS MEASURE BY 2025
Support and advance regional efforts around grade level proficiency as part of a broader community strategy for post-secondary education, training and career readiness.
- Increase participation in out-of-school time programs by 20 percent.
- Ensure 75 percent of youth in after-school programs will participate in the BellXcel curriculum a minimum of two times per week.

YMCA SUCCESS MEASURE BY 2022
- Serve 2,400 youth through out-of-school time program.
- The Y Youth Development site directors will participate in monthly training centered around BellXcel curriculum.
- 1,800 youth will participate in the BellXcel curriculum two times per week during out-of-school time.

KEY OBJECTIVE: Equip teens with skills to be leaders of tomorrow.

COMMUNITY SUCCESS MEASURE BY 2025
Support and advance regional goals to increase resiliency and social-emotional capacities of students as a foundation to personal growth.
- Increase enrollment in all teen programming by 15 percent.
- Ensure 80 percent of teens surveyed will respond that involvement in YMCA teen programs has had a positive impact on their character and leadership development.

YMCA SUCCESS MEASURE BY 2022
- Expand Teen Leaders to the Atlee Station branch and Teen Leaders and Y Achievers to the Powhatan branch.
- Serve 800 teens annually.
- Increase partnerships with organizations that focus on career and college prep to develop enriching Y Achievers Meet-Ups.
FOR HEALTHY LIVING

The YMCA will strive to address and mitigate health inequities by focusing on Social Determinants of Health (SDoH) that threaten the greater Richmond community.

Social determinants of health and chronic disease threaten the future well-being of children, adults and families in our community. The YMCA OF GREATER RICHMOND will be a leader in our community by decreasing the risk for lifestyle-related diseases, catalyzing change in attitudes toward healthy living, and working with partners to create and expand access and the continuum of care, thus empowering the community to overcome this crisis.

KEY OBJECTIVE: To reduce obesity among youth and adults in the YMCA OF GREATER RICHMOND service area.

COMMUNITY SUCCESS MEASURE BY 2025
- Provide the greater Richmond community, minimum of 500 people annually, access to lifestyle change programs that impact obesity and chronic disease.

YMCA SUCCESS MEASURE BY 2022
- Increase annual participation in YFit appointments by 15 percent and group exercise class participation by 10 percent for youth and adults.
- Serve 300 participants in health education/activity classes.

KEY OBJECTIVE: To address the SDoH and provide Social Needs Navigation services to address health inequities among adults in the YMCA OF GREATER RICHMOND service area and provide access to needed services.

COMMUNITY SUCCESS MEASURE BY 2025
- Increase by 25 percent the number of participants served through Social Needs Navigation.
- Establish a partnership with at least one health system to be the provider of choice to advance health equity.

YMCA SUCCESS MEASURE BY 2022
- Serve 1,000 individual clients through social needs navigation.
- Serve 9,000 individual clients through self-navigation using Help1RVA.