FOR SOCIAL RESPONSIBILITY

The Y will be accessible to everyone by identifying, addressing and reducing economic, geographic and cultural barriers.

Since the Y's inception more than 160 years ago, the composition and demographics of our region have grown and changed. That change continues today, as Richmond becomes a minority-majority community by the year 2040. With a broad geographic reach and diverse array of programs and services, the Y is uniquely positioned to support, connect and empower people, reaching across boundaries to live as a more unified, equitable community.

KEY OBJECTIVE: The Y will engage and converse with people who make up the varying demographics in our community to live, work and play through programs and services, with a focus on access and opportunity for all.

YMCA SUCCESS MEASURE BY 2020

YMCA will be reflective of their communities. Primary market area (PMA) data will show that YMCA members, boards, staff and volunteers mirror at least 70 percent of the demographic makeup of surrounding communities.

KEY OBJECTIVE: Through partnerships and a deep commitment to inclusive practices, the YMCA will provide greater access, opportunities, engagement and connectedness among residents. We will focus on senior citizens, persons with diverse abilities and historically marginalized youth.

YMCA SUCCESS MEASURE BY 2020

- The number of senior adults who participate in YMCA programs and services annually that promote social cohesion, healthy lifestyles and decreased social isolation will increase by 30 percent by 2020.
- The number of people with diverse abilities participating in YMCA programs and services that promote greater access, opportunities, engagement and connectedness will increase by 50 percent by 2020.
- The number of historically marginalized youth in the metro Richmond region who are engaged in YMCA programs will increase by 20 percent and, of those, 70 percent will report an increased sense of hope, engagement and belonging.

GROWTH IN THE YEARS AHEAD will result from clear communication of the Y's cause, focus 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 HEALTHY LIVING

The YMCA will stem the tide of the obesity and diabetes crisis that threatens the Richmond community.

Chronic disease threatens 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 and catalyzing change in attitudes toward healthy living, 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

The rate of obesity among all populations in our Y’s service area will drop to a target goal from 30.8 to 21.3 as measured by American College of Sports Medicine Fitness Index.

YMCA SUCCESS MEASURE BY 2020

- Increase annual participation in Y Fit appointments by 15 percent and group exercise class participation by 10 percent for youth and adults.
- Establish a partnership with at least one health system to be the provider of choice for diabetes prevention and management support programming.

KEY OBJECTIVE: To reduce the occurrence of diabetes among adults in the YMCA OF GREATER RICHMOND service area.

COMMUNITY SUCCESS MEASURE BY 2025

Occurrences of diabetes among adults in the YMCA OF GREATER RICHMOND service area will fall below Virginia and national averages as measured by the CDC.

YMCA SUCCESS MEASURE BY 2020

- Increase the number of participants served as of 2017 in our diabetes and pre-diabetes programs by 25 percent.
- Establish a partnership with at least one health system to be the provider of choice for diabetes prevention and management support programming.
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 goals for third and fifth grade proficiency as part of a broader community strategy post educating, training and career readiness.

**YMCA SUCCESS MEASURE BY 2020**
• Increase participation in expanded learning and achievement gap programs by 25 percent.
• Demonstrate that social-emotional capacities are strengthened in 70 percent of YMCA participants.

**KEY OBJECTIVE:** To equip teens with the 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.

**YMCA SUCCESS MEASURE BY 2020**
Youth in YMCA programs will build life and leadership skills, strengthen capacities and engage in workforce development activities and trainings that enhance opportunities for post-secondary education and employment attainment, and grow enrollment by 50 percent.
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THROUGH COLLABORATIONS AND PARTNERSHIPS, the YMCA OF GREATER RICHMOND will demonstrate our shared commitment to provide equitable opportunities for all.