



A PLACE TO BELONG SERVING ALL LEADING CHANGE



**ANAHEIM FAMILY YMCA
STRATEGIC PLAN 2019-2022**





**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Our Process

Over the course of 2018-2019, the Anaheim Family YMCA will conduct a strategic planning process. The Strategic Planning Process involved the board, staff, and community members in an effort to understand and address key community needs/trends that affect the constituents of the Y and ensure the Y can achieve its desired impact. In July 2019, the Y BODs will approve a new strategic plan 2019-2021 for the Anaheim Family YMCA.

Our Mission

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

Our Cause

We strengthen the foundations of community. We work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

Our Focus

- FOR YOUTH DEVELOPMENT - Nurturing the potential of every child and teen
- FOR HEALTHY LIVING - Improving people's health and well-being
- FOR SOCIAL RESPONSIBILITY - Engaging people in giving back and providing support to our neighbors

Our Values

Honesty, Caring, Respect and Responsibility

Our Desired Impact

Through involvement at the Y, people in our communities are spiritually, mentally and physically healthy. Our youth feel safe and empowered to lead significant lives. All relationships are nurtured and people feel connected to one another and responsible in building a sense of community for all.

Board of Directors

Executive Committee Officers

Kay Carpenter, **Board Chair**
Retired, Con Agra Foods

Marty Dutch, **Vice Chair**
VP of Philanthropy Services,
First Foundation Bank

Frank Donovan, Ed.D.,
Past Board Chair
Superintendent,
Magnolia School District

Belal Dalati, **Secretary**
Insurance Agent,
Dalati's Insurance Agency

Steve Corona, **Treasurer**
Senior VP/Regional Manager,
Pacific Western Bank

Bharat Patel,
Assistant Treasurer
President, Castle Inn, Inc.

Lucille Kring
Council Member,
City of Anaheim

Brandon Moody
Partner, Full Psyche

Rick Martens, Ed.D.,
President & CEO,
Anaheim Family YMCA

Directors
E. Michael Ambrosi
Attorney,
Ambrosi & Doerges, APC

Jim Bang
Business Center Manager,
California Bank & Trust

Carol Bostwick
Retired, Business Owner

Eric Carter
Retired,
Anaheim Police Dept.

Larry J. Chung
Public Affairs and Corporate
Responsibility,
Disneyland Resort

Jorge Cisneros
Chief of Police,
Anaheim Police Department

James Dinwiddie
Electrical Engineer,
Dinwiddie and Associates

Jackie Filbeck
Board of Trustees,
Anaheim Elementary School
District

Emily France
Public Affairs Manager,
SoCalGas

Larry Herman
Retired,
La Palma City Council

Paul Kott
Owner/Broker,
Paul Kott Realtors

Larry Mandell
President,
Pacific Genesis, Inc.

Nicole Provansal
Director of Community
Partnerships, Angels Baseball

Barry Ross
VP of Healthy Communities,
St. Jude Medical Center

Steve Sain
Retired, Anaheim Police
Department

Bruce Solari
VP, Solari
Enterprises

CRITICAL NEEDS

National Y-USA DATA

12%
of U.S. Households
face food
insecurities

13%
of the U.S.
population is
Foreign-born

More than
21%
Children live in
poverty

Nearly
5 MILLION
young people are not in
school or working

In 2017, there were
424
Fatal child drownings in
the United States

Communities with high rates of **Volunteerism** tend to
have a greater income equality



ANAHEIM FAMILY YMCA SERVICE AREA

90%
of students
participate in
Free/Reduced Lunch

37%
of the Anaheim
population is
Foreign-born

24%
Children live
in poverty in
the areas we
serve

Over **53,000**
people over the age of 25
in Anaheim have no High
School Diploma

In 2017, there were
12
Fatal child drownings in
Orange County

When young people **Volunteer**, their likelihood of
dropping out of school is cut in half

Aspirations and Goals 2019-2022

A PLACE TO BELONG

Aspiration: Anaheim Family YMCA is an essential part of the fabric of our community; a Hub of community building for safe spaces and belonging a Refuge to those in need.

Goal: Develop and implement a model utilizing current and future YMCA sites (including YMCA community complex) as hubs for resident leadership engagement that will transform neighborhoods around the sites.



SERVING ALL

Aspiration: Anaheim Family YMCA is an organization that strengthens the family unit/dynamic; fosters leadership, health and character in youth, families and seniors; and broadens the scope of youth and adult development and their contribution to the community.

Goal: Develop and implement a plan to incorporate services to parents (and seniors where appropriate) where the Y provides services to youth.



LEADING CHANGE

Aspiration: Anaheim Family YMCA is a core convener to solve community problems, a relevant partner when it makes sense, taking a preventive rather than reactive approach.

Goal 1: Serve as a core convener on critical community priorities in the cities the Y serves.

Goal 2: Build and strengthen the capacity of the YMCA Board of Directors that are committed to serving our diverse communities



Bringing Our Mission to Motion

Goal	Strategies
<p>Develop and implement a model utilizing current and future YMCA sites (including YMCA community complex) as hubs for resident leadership engagement that will transform neighborhoods around the sites.</p>	<ul style="list-style-type: none"> • We will implement and replicate an evidenced based model of resident-led neighborhood transformation and community hub development, per our HEAL Resident Engagement table at one site in year 1, to move residents from INFORMED to EMPOWERED. Resident-led engagement will be scaled to 3 sites in Year 2 and 5 sites in Year 3. • YMCA Community Complex to open Year 1; resident-led engagement to begin in Year 2; assess, evaluate and add additional programming in Year 3.
<p>Develop and implement a plan to incorporate services to parents (and seniors where appropriate) where the Y provides services to youth.</p>	<ul style="list-style-type: none"> • To complete a needs assessment of parent/senior needs in our programs and develop a plan to address these needs in Year 1 with implementation starting in Year 2 and program scaling in Year 3. • Our Y will ensure all of our programs are welcoming to a diverse segment of our community (e.g. low income, special needs, immigrants, interfaith, veterans, LGBTQ and seniors) participate in the Y. Year 1 assess current number served. Year 2 increase participation by 15%. Year 3 increase participation by 25%.
<p>Serve as a core convener on critical community priorities in the cities the Y serves.</p>	<ul style="list-style-type: none"> • We need to explore existing efforts on family homelessness and determine our most effective role in Year 1 and then implement our role in Years 2 and 3 based on the assessment.
<p>Build and strengthen the capacity of the Anaheim Family YMCA Board of Directors committed to serving our diverse communities</p>	<ul style="list-style-type: none"> • Assess diversity and competencies of current YMCA Board of Directors in Year 1 considering strategic plan goals and strategies. Recruit new Board members subsequent years based on the gaps identified in diversity and competencies.