



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# STRENGTHENING LIVES, BUILDING COMMUNITY

ANAHEIM FAMILY YMCA

2022 – 2025 STRATEGIC PLAN





FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## 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

Marty Dutch, **Board Chair**

**First Foundation**

Kay Carpenter, **Past Board Chair**

**Retired, Con Agra Brands**

Emily Grant, **Vice Chair**

**SoCalGas**

Nicole Provansal, **Secretary**

**Angels Baseball**

Steve Corona, **Treasurer**

**Pacific Western Bank**

Bharat Patel, **Assistant Treasurer**

**Castle Inn, Inc.**

Lucille Kring, **Executive Committee**

**Retired Business Owner**

Carol Bostwick, **Executive Committee**

**Retired Business Owner**

### Directors

Gina Arreola

**Disneyland Resort**

Jim Bang

**Open Bank**

Jesse Ben-Ron

**Orange County Business Council**

Jorge Cisneros

**Anaheim Police Department**

Belal Dalati

**Dalati's Insurance Agency, Inc.**

James Dinwiddie II

**Dinwiddie and Associates**

Jackie Filbeck

**Board of Trustees, AESD**

Michael Johnson

**Republic Services**

Paul Kott

**Paul Kott Realtors**

Steve Sain

**Retired, Anaheim Police**

Tony Serna

**Agency 51 Advertising**

Bruce Solari

**Solari Enterprises**

Victoria Torres

**Samueli Foundation**

Brent Finlay

**President & CEO  
Anaheim Family YMCA**



# CRITICAL NEEDS

## Revenue Deficit:

Loss of **\$600,000** in program revenue due to legislation changes in grant funds.



Over **65%** of our Y participants need Financial Assistance.



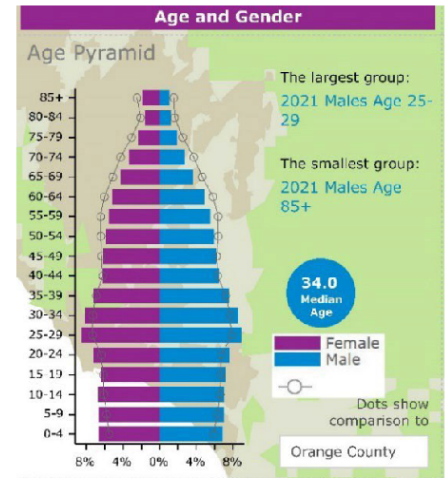
## Aging Population:



Rapidly growing aging -adult population – **120 million people** will be **55 or older** by 2040.



Older adults are disproportionately affected by chronic conditions, such as diabetes, arthritis, and heart disease. **80%** have at least one chronic condition.



## Staff and Volunteer Retention:



Anaheim has a **3.7%** unemployment rate.



**71%** of millennials who are likely to leave an organization in 2 years are dissatisfied with how their **leadership skills** are being developed.

**Millennials**- the largest generation in today's workforce want to **work for organizations committed to social causes**, like the Y.

## Volunteer and Donor Engagement:



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

**81%** of U.S. adults donated money to a charitable organization in 2021, up from 73% in 2020.

Though 58% of U.S. adults volunteered their time in 2020, only 56% did in 2021, marking a **sharp decline** from the 64% of people who did in 2017.



On average **88% of total dollars** raised for non-profits comes from **12% of donors**.

## PILLAR 1

### Stabilize Our Current Operation

Emerge from the pandemic to maximize our available assets, raise philanthropic resources, and grow programs and income.

- A. *Create a Philanthropic Sense of Urgency*
- B. *Maximize the Use of the Community Complex*
- C. *Use Program Events to Drive Revenue Growth*
- D. *Invest In Cash-Positive Programs*

## PILLAR 2

### Diversify Our Mix of Programs

Expand programming in new spaces in our service area to make a difference in healthy living, youth development and family strengthening.

- A. *Add Health & Wellness to the Mix*
- B. *Revisit Our Childcare Opportunities*
- C. *Offer Programs for Seniors*
- D. *Collaborate with Potential Program Partners*

## STRENGTHENING LIVES, BUILDING COMMUNITY

## PILLAR 3

### Build & Develop Staff

Focus on recruiting staff and volunteers with the right attitude and aptitude.

- A. *Address Competitive Pay & Benefits in Phases*
- B. *Run a Staff Recruiting and Retention Campaign*
- C. *Grow & Develop Our Own Staff and Volunteers*

## PILLAR 4

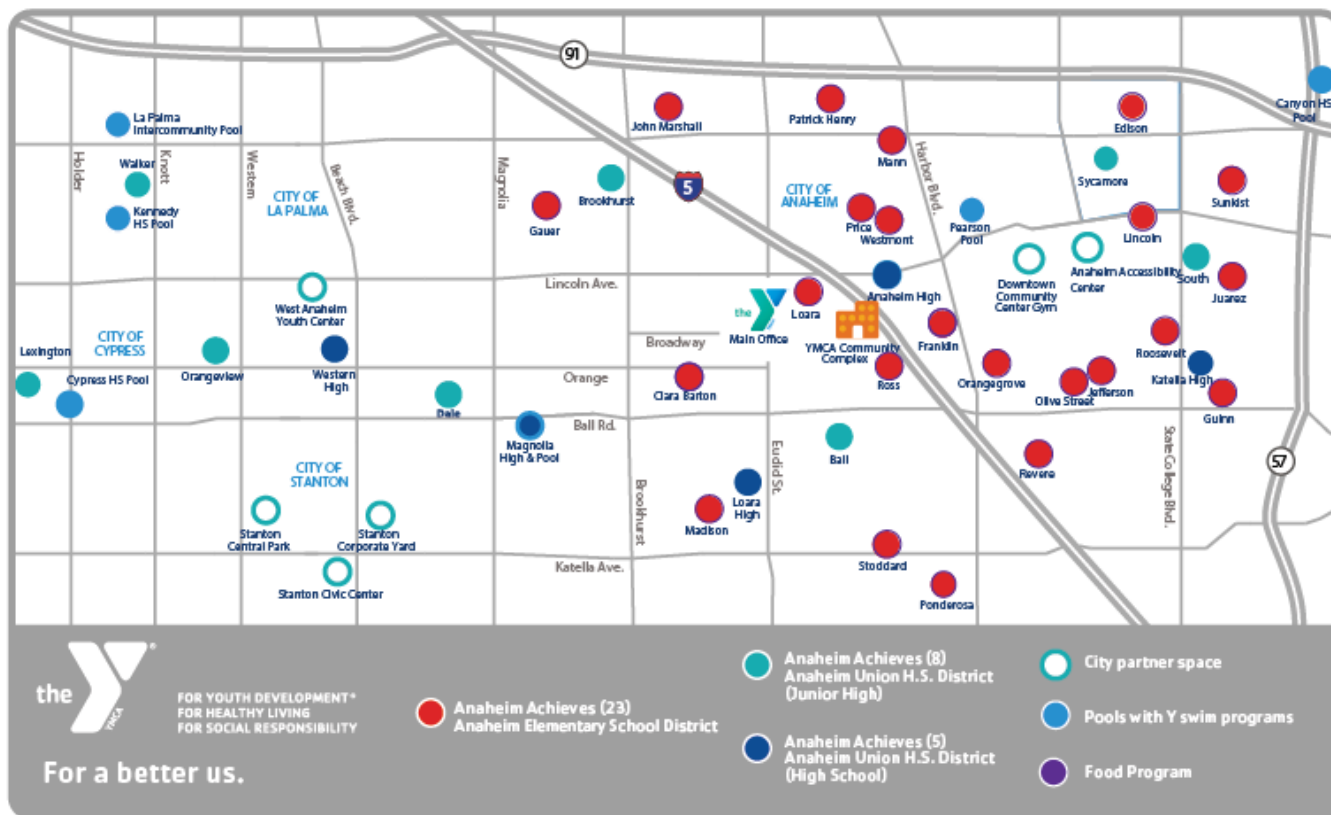
### Position US for Future Community Development

Partner with stakeholders that have a shared vision to strengthen communities and focus on philanthropy as an effective way to invest in our community.

- A. *Shift from Philanthropic Recipients to Business Development Partners*
- B. *Develop Relationships with Community Leaders*
- C. *Build a Culture of Philanthropy*







## SERVING ANAHEIM, STANTON, CYPRESS, LA PALMA, AND BUENA PARK



### ANAHEIM FAMILY YMCA

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