



# ACTIVATING COMMUNITIES FOR GOOD

## STRATEGIC PLAN

Our Y is an anchor institution that supports families with trusted childcare, keeps seniors connected, nurtures children to develop their fullest potential, provides teens a safe and enriching place to go, and promotes physically and mentally healthy lifestyles among our Y families. We are a thriving hub in the community, providing a welcoming and inclusive environment while meeting the changing needs of families. Our staff, volunteers and members reflect the diversity of the community we serve. We are an active convener, building strategic partnerships to further our mission in new and sustainable ways.

**YMCA OF MONTCLAIR**  
montclairymca.org



**Park Street YMCA**  
25 Park St.  
Montclair, NJ  
973-744-3400

**Geyer Family YMCA**  
159 Glenridge Ave.  
Montclair, NJ  
973-783-7640

**YMCA Early Learning Center**  
159 Glenridge Ave.  
Montclair, NJ  
973-783-7640

**YMCA Outdoor Education Center**  
131 Germantown Rd.  
West Milford, NJ  
973-697-2929



YMCA OF MONTCLAIR





GOAL

## IMPROVE MEMBER EXPERIENCE

Our Y provides value, ease, and care that builds our members' connectedness and well-being.

Strengthen the quality and connectedness of our core: operation, programming, and services.

Use technology to creatively engage members.

Analyze community needs, sustainability, and demand for all programs.

Create facility plans for existing locations that will ensure our ability to serve people with modern, accessible, safe and vibrant facilities.

GOAL

## DEEPEN ENGAGEMENT WITH OUR COMMUNITIES

Our donors, members, and volunteers grow meaningful relationships, becoming legacy partners and advocates of the Y.

Build a highly effective development department.

Create a vibrant experience for volunteers through recruitment, retention, satisfaction, and recognition.

Expand our tools of communication, while emphasizing Y values and benefits.

Create welcoming, intentional social gathering spaces.

Enhance engagement with members who live outside of Montclair.

GOAL

## GROW THE REACH OF THE Y

Our Y Is For All - a welcoming and inclusive environment while meeting the changing needs of families.

Expand beyond our current facilities by proactively seeking out partnerships and alliances as part of a coherent real estate strategy.

Evaluate new and expanded programming opportunities based on community need and organizational sustainability.

### CROSS-CUTTING INITIATIVES

Operational excellence, financial discipline, risk management, and data analytics

Diversity, Equity, and Inclusion

Operational technology that serves all facets of the organization

Measure outcomes for each strategy