



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ENVISIONING OUR FUTURE IMPACT ON OUR COMMUNITY

Noble County Family YMCA
2021-2025





OUR FOUNDATIONS

THE Y's MISSION

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

THE Y's CORE VALUES

RESPECT: We treat each other and those we serve as we hope to be treated ourselves.

CARING: We show a sincere concern for others and their well-being.

HONESTY: We are truthful in what we say and what we do, and we do not make promises we do not intend to keep.

RESPONSIBILITY: We are good stewards of our resources and our actions, strive for excellence in our actions, and are accountable to those we serve.

THE Y's PURPOSE AND AREAS OF IMPACT

At the Y, strengthening community is our purpose. We connect all people to their potential, purpose, and each other to deliver impact in three areas:

YOUTH DEVELOPMENT

Empowering young people to reach their full potential

HEALTHY LIVING

Improving individual and community well-being

SOCIAL RESPONSIBILITY

Providing support and inspiring action in our communities



LETTER FROM THE PLANNING CHAIR

In February of 2020, the Noble County Family YMCA began creating a new strategic roadmap to guide our organization into the year 2025. The all-encompassing Vision is to strengthen the communities we serve. The Vision focuses on the unique strengths of the YMCA to interrupt the cycle of poverty in Noble County by paving the way to health, education, and hope for those who live in our community.



The strategies were developed using a comprehensive and inclusive approach that engaged staff, Y volunteers, and community leaders.

After considering new challenges and opportunities, both inside and outside of the organization, and some lively debate, the board ultimately recommended strategies that we are confident will complement and build on the momentum of the work the Y is doing in the community.

The YMCA Board of Directors proudly and unanimously adopted this strategic plan on February 22, 2021, and we extend gratitude to all who devoted time, effort, and expertise to the process.

For the Y,

Shelbi Duke

Shelbi Duke

Noble County Family YMCA Board of Directors Chairperson

ULTIMATE AIM: IMPACT STATEMENT

The YMCA strives to interrupt the cycle of poverty in Noble County by paving the way to health, education, and hope for those who live in our community.

OUR STRATEGIC ADVANTAGES

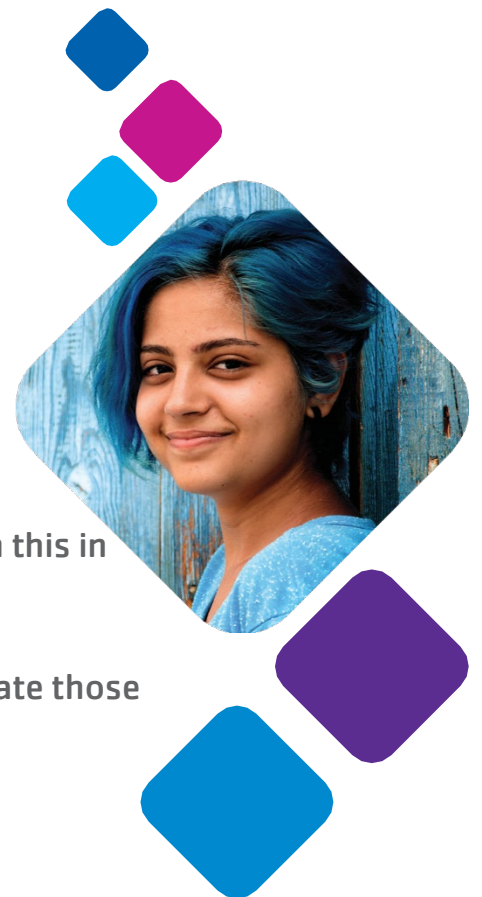
1. Our brand recognition
2. Our ability to convene and build community
3. Our welcoming and inclusive culture
4. Our history in the community
5. National resources from the YMCA of the USA

OUR STRATEGY SCREEN

1. Is there a need for it in the community?
2. Does it align with our mission and values?
3. How will it align with our strategic plan?
4. Does this leverage our strategic advantages?
5. Do we have the resources to implement and sustain this in the short and/or long term?
6. Will this position the YMCA for growth?
7. What are the risks and how do we manage or mitigate those risks?

OUR BIG QUESTIONS

1. What is the role of the Y in the community?
2. How can the Y be a catalyst for change in the community?
3. How can the Y elevate our image and impact?
4. How can the Y strengthen its philanthropic culture?



STRATEGIC PRIORITY #1

YOUTH DEVELOPMENT



Establish a whole-person approach to healthy, confident, and hopeful youth.

1

STRATEGIC PRIORITIES

1. Increase access to high-quality affordable childcare
 - to improve school readiness for children entering Kindergarten.
 - to help prevent learning loss for school-aged children.
2. Develop key community collaborations and partnerships with organizations serving school-aged youth.
3. Engage youth and teens in programs that will equip them with skills needed to be successful adults.

MEASURABLE OUTCOMES

1. The Y will become a backbone organization to support child care providers in Noble County.
2. The Y will establish two strategic partnerships that will move our work forward.
3. Youth in YMCA programs will build life and leadership skills, strengthen capacities, and engage in workforce development activities that enhance opportunities for post-secondary education and employment.

STRATEGIC PRIORITY #2

HEALTHY LIVING



Be a community leader in providing programs and services that build health and well-being for all.



2

STRATEGIC PRIORITIES

1. Develop Healthy Living programs that address community needs through partnerships.
2. Promote knowledge and awareness of mental health to reduce stigma.

MEASURABLE OUTCOMES

1. The Y will increase the number of people served through Healthy Living programs.
2. The Y will establish partnerships with organizations with the goal of promoting mental health education.

STRATEGIC PRIORITY #3

SOCIAL RESPONSIBILITY



The Y is seen as a leader in addressing important community issues.

3

STRATEGIC PRIORITIES

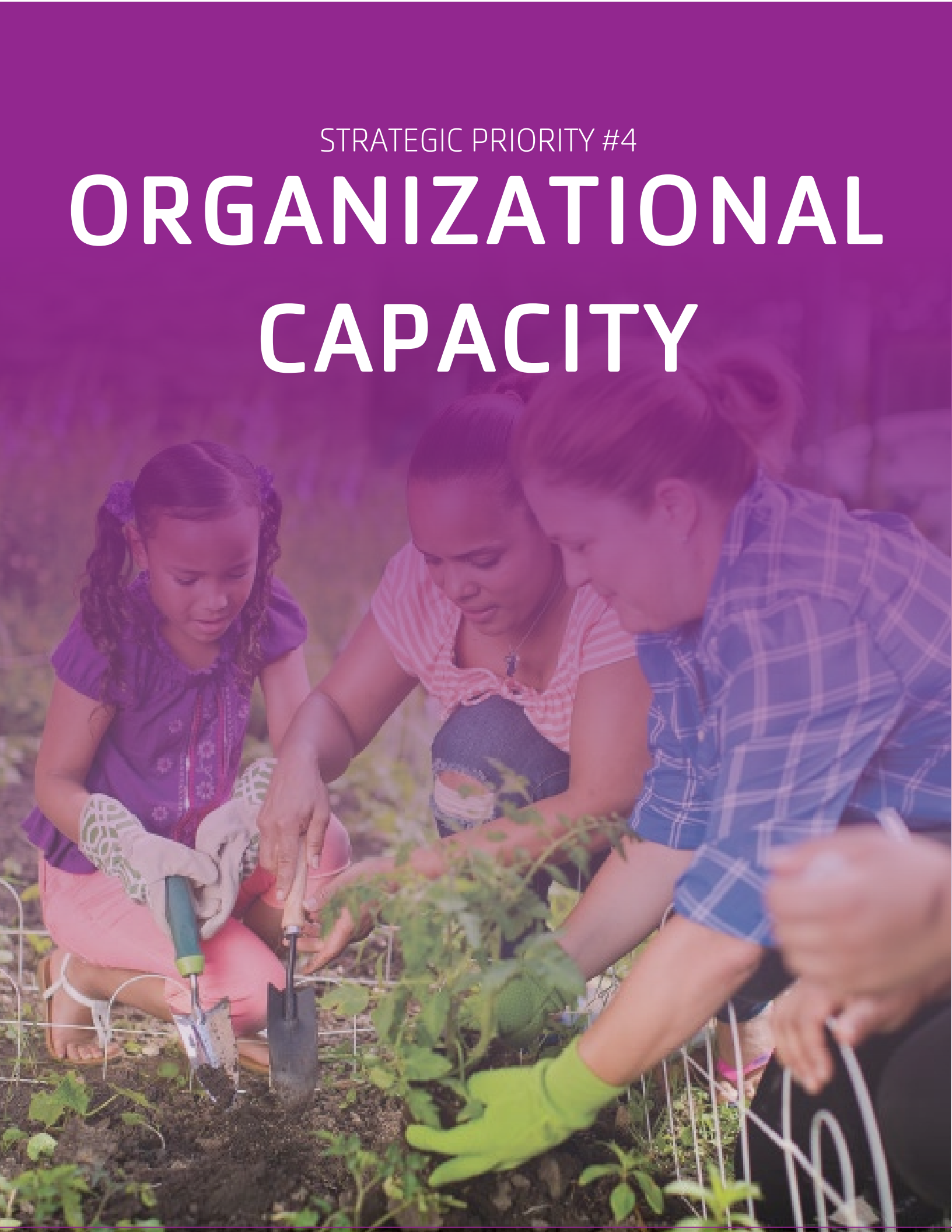
1. Find a sustainable solution to hunger in the community.
2. Become the leading provider of swim safety classes in Noble County.

MEASURABLE OUTCOMES

1. A food security solution will be established in the community with a focus on serving healthy meals to children.
2. Build community awareness about the importance of water safety by providing education and teaching essential water safety skills.

STRATEGIC PRIORITY #4

ORGANIZATIONAL CAPACITY



The Y will increase our ability to do the work.



4

STRATEGIC PRIORITIES

1. Increase awareness of the Y being a cause-driven, non-profit charitable organization.
2. Increase public awareness of our Vision, emphasizing our key causes, expertise, and impact on the community.
3. Grow membership and program revenue to strengthen our economic engine and increase impact.

MEASURABLE OUTCOMES

1. The Y will increase annual campaign support.
2. A marketing plan will be developed and implemented using clear and consistent messaging that highlights the Y's impact in addressing the needs of our community.
3. Membership and program revenue will grow annually.

ENVISIONING OUR FUTURE IMPACT ON OUR COMMUNITY

Building on our history, mission, and principles, this plan will allow us to leverage our current strategic advantages and engage the community with the priorities addressed. This plan has the full and enthusiastic support of the Noble County Family YMCA Board of Directors. Now, it is a matter of all of us working together to realize the promise of our mission and cause.

NOBLE COUNTY FAMILY YMCA BOARD OF DIRECTORS

- Shelbi Duke
- Nici Duncan
- Amy Chenowith
- Christi Woods
- Dr. Julian Cecil
- Randy Hughey
- Joe Jacobs
- Peter Olsen
- Claudia Panell
- Kelton Proctor
- Tracy Scherman
- Lawrence Wortham





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