



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



Reaching Higher

YMCA of Metro North

Strategic Plan- 2024-2027

www.ymcametronorth.org

Vision And Mission

Our Vision

The YMCA of Metro North is dedicated to building strong kids, strong families, and strong communities by enriching lives in spirit, mind, and body.

Our Mission

As a charitable community-based organization committed to service, the YMCA of Metro North utilizes its staff, volunteers, and facilities to strengthen individuals, families, and the community. We provide quality social, recreational, and educational experiences while promoting honesty, respect, caring, and responsibility for all members.

Our Cause

At the Y, our cause is to strengthen the community. We work collaboratively every day with our neighbors to ensure everyone, regardless of age, income, or background, has the opportunity to learn, grow, and thrive.





Strengthening Community is Our Cause

Our strategic plan focuses on building partnerships and collaborations to position the Y to have a greater impact. Our goal is to lead the region in creating supportive spaces for youth and for everyone to have access to the health, mental health, and educational services they need to thrive.



Strategic Priorities



Youth Development

Creating Safe and Supportive Environments for All Youth to Grow and Thrive

Healthy Living

Be the Leader of Health and Wellbeing for All

Collaborations and Partnerships

Create Partnerships for Greater Results

Internal Capacity Building

Building the Strongest Foundation for Our Future Goals and Aspirations



Strategic Framework

INNOVATE
INVEST
EXPAND



Priority 1: Youth Development



Creating Safe and Supportive Environments for All Youth to Grow and Thrive

Innovate

1. Develop a new model for music, arts, STEM, and technology centers.
2. Provide workforce development opportunities.
3. Explore e-gaming opportunities for kids and families.
4. Investigate a community mental soundness model and determine the Y's role.

Expand

1. Build a program menu for the above and replicate in additional locations.
2. Expand Y Academy and Camp licenses to serve 10% more youth.
3. Partner with schools to explore our role in universal PreK needs & summer learning loss.
4. Expand preventive and intervention programs to support youth mental soundness.

Invest

1. Increase the impact of 7th and 8th-grade free memberships.
2. Establish a mental and behavioral health support system.
3. Invest in Y Academy staff, classrooms, and curriculum.



Priority 2: Healthy Living

Be the Leader of Health and Wellbeing for All

Innovate

1. Explore technology solutions to enhance the member experience.
2. Develop new programs and services for adult learning opportunities.
3. Research models for association Health Equity Center.

Expand

1. Increase offerings for seniors and families.
2. Focus expansion efforts on Pickleball for all ages.
3. Seek funding from 10 new foundations to support services.

Invest

1. Renew and refresh wellness centers to reflect the community served, environmental efficiencies, and trends.
2. Establish an Association-wide Health Equity Task Force.

Priority 3: Collaborations and Partnerships

Create Partnerships for Greater Results



Innovate and Expand

1. Enhance relationships with academic leadership at pre-K, elementary, high school, and college levels in Lynn, Peabody, Melrose, Saugus, Stoneham, Lynnfield, Revere, and Nahant.
2. Expand partnerships and collaborations with the medical community.
3. Improve access for special needs populations, encompassing physical, emotional, and intellectual needs.
4. Steward all donors and develop a moves management schedule for long-term relationship building.

Invest

1. Allocate time and resources to the Health Equity Center opportunity.
2. Foster a statewide collaborative spirit by working with the State Alliance to increase collective impact.
3. Allocate funding for enhanced staff development and necessary positions.



Priority 4: Internal Capacity Building

Building the Strongest Foundation for Our Future Goals and Aspirations

Innovate

1. Invest in the talent pipeline, ensuring succession planning and professional development opportunities for senior-level leadership and department specialists.
2. Develop, test, and review overall safety and security procedures with an emphasis on preparedness.

Expand

1. Provide staff and volunteer DEI training opportunities.
2. Engage the DEI committee to advance Y efforts.
3. Expand volunteer networks at all levels.

Invest

1. Implement an annual process for facility investments, preventative maintenance, renovations, new equipment, and upgrades.
2. Leverage Listen 360 member reviews to build greater awareness and trust regarding responsiveness and continuous improvement efforts.



Next Steps

Implementation of this strategic plan requires coordinated efforts, accountability, and adaptive management. A quarterly dashboard is being developed to track progress and adjust as needed.

Conclusions

This strategic plan is a roadmap to a more impactful and resilient future. By focusing on innovation, expansion, and strategic investment, we aim to uphold our commitment to the community and continue our mission of strengthening individuals, families, and our community.



YMCA OF METRO NORTH

These five core values guided us through the planning process.

Innovative.

We will be original and creative in all of our collective and individual thinking in order to best fulfill the mission of our organization.

Inclusive.

We will strive to make the YMCA of Metro North a model of programming where all community members feel welcome and are able to fully participate.

Impactful.

We will design our collective efforts to maximize the benefit we provide to our members and to our community.

Intentional.

We will ensure that all of our efforts are taken deliberately and with purpose aligned to our mission.

Inspirational.

We will endeavor to enrich the lives of members of our community with the resources to be their best selves physically, mentally, emotionally, and spiritually.



YMCA of METRO NORTH

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