

**BRANDYWINE YMCA**  
295 Hurley Road  
Coatesville, PA 19320  
610-380-9622

**JENNERSVILLE YMCA**  
880 W. Baltimore Pike  
West Grove, PA 19390  
610-869-9622

**KENNETT AREA YMCA**  
101 Race Street  
Kennett Square, PA 19348  
610-444-9622

**LIONVILLE COMMUNITY YMCA**  
100 Devon Drive  
Exton, PA 19341  
610-363-9622

**OCTORARA YMCA PROGRAM CENTER**  
104 Highland Road, Suite 1  
Atglen, PA 19310  
610-593-9622

**OSCAR LASKO YMCA  
AND CHILDCARE CENTER**  
1 E. Chestnut Street  
West Chester, PA 19380  
610-696-9622

**UPPER MAIN LINE YMCA**  
1416 Berwyn-Paoli Road  
Berwyn, PA 19312  
610-647-9622

**WEST CHESTER AREA YMCA**  
605 Airport Road  
West Chester, PA 19380  
610-431-9622

**ASSOCIATION OFFICE**  
1 E. Chestnut Street  
West Chester, PA 19380  
610-643-9622

branches of the YMCA of Greater Brandywine



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# Strategic Plan



Continually Evolving to

**STRENGTHEN COMMUNITY**

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# Traveling through the pandemic, how must the YMCA's business model change to ensure relevance and sustainability while fulfilling the mission?

## AREAS OF FOCUS

## ORGANIZATIONAL STRATEGIES



### YOUTH DEVELOPMENT

1. Enhance child development programs to be best in class.
2. Provide opportunities for youth to grow and to experience leadership, citizenship and community.
3. Enable families and youth to feel confident that the YMCA is a safe place that embraces diversity and inclusion.



### HEALTH AND WELLNESS

1. Support and expand physical and mental wellness programs and services for all ages.
2. Embrace the YMCA's role as a place for social interaction and relationship building.
3. Evaluate and adjust the membership model to increase participation and accessibility for all.
4. Collaborate with other providers to develop programs for the community.



### SENIOR WELL-BEING

1. Develop opportunities that encourage seniors to engage with peers, service organizations and staff.
2. Expand offerings to older adults to increase impact.
3. Ensure that facilities are welcoming and accessible for seniors.
4. Provide opportunities for seniors to share their time, talents and treasures with the community.



## MEASURING OUR IMPACT

### RELEVANCE:

The YMCA will meet the changing needs of the community through the development of offerings that align with the organization's mission and purpose.

### SUSTAINABILITY:

The YMCA will have the human and financial resources to ensure the ongoing growth of mission-driven programming and community offerings.

### CULTURE:

The YMCA will have a welcoming, celebratory and diverse culture.