

Big Question **Overall Rating**

How will the West Cook YMCA increase accessibility to programs and services to reduce inequities in our communities, and especially among youth?



Current Strategies

During the past 36 mos. the WCY has increased the amount of annual scholarship dollars we invest in our communities from \$67,000 in 2014 to over \$200,000 in 2017 of which \$100,000 of those scholarship dollars are designated for youth only scholarships. We participate in community initiatives focused on schools out periods, and intentional summer enrichment programming specifically intended to reach those students who are not usually engaged. These collective efforts are designed to better harness the collective impact of enrichment programs to under represented communities. We secured a Summer Learning loss, Achievement Gap, Evidenced based program called Power Scholars Academy designed to provide focused attention for those students most at risk and we have partnered with both D90 and D91 which will provide us an entry into the forest park community which will have greater need and economic disparities. In 2017 we took the difficult step of taking a hiatus from our preschool program so that we could dedicate time to understanding the needs of our local community as it relates to Early Childhood Education, what would make for a high impact, high quality program model, space and facility considerations. We also wanted to consider a continuum of programs from cradle to high school program needs. Our current focus, strength and greatest capacity is School Aged programs so we secured space at St. John's giving us 300% increase in capacity both for Afterschool, and Camp. We are also looking for ways to build programs and ways we can collaborate with other agencies or taxing bodies to reduce barriers to access for older adults.

Big Question **Overall Rating**

What role will the West Cook YMCA have in reducing or delaying the impacts of Social Determinants of Health and increasing overall wellbeing



Current Strategies

Our current strategy includes the acquisition of 5 evidenced based, Chronic Disease Programs designed to reduce health risk factors. We also secured grants which funded the costs associated with acquiring these programs and the required infrastructure. Another component of our strategy has been to identify, cultivate, develop and leverage relationships and partnerships with Health Care institutions to build our credibility, familiarity, learn more about the market space and generate referrals. We also improved our access and leverage of YUSA funding, "know how", systems and the community integrated health model. From a human asset perspective we hired a Chronic Disease Coordinator, we have hired lifestyle coaches and program leaders and deliver 5 evidenced based, Chronic Disease Programs. We adopted the new Y-USA Athenanet Electronic Health Records capability so that we can better integrate with Health Care institutions.

Organization Impact

We aspire to position our Y as a trusted and preferred provider of Health and Wellness Programs. We define accessibility through a broad lens to include but not limited to financial, transportation, a sense of belonging and being welcomed as well as ease of facility access. From a program perspective, we seek to provide healthy aging programs to our Older Adult members. Our intended impact through our youth programming will consider: Early childhood education, school-aged and teen programming as well as schools out and summer enrichment programming. We also will explore ways to expand our programs service reach to more of our service area and welcome guests not in our service area. We will consider Mission Impact, Participant Impact and financial viability in our analysis

Strategic Action **Status**

- Build greater community awareness, goodwill and trust amongst the communities and members we seek to reduce inequities ▶
- Enhance our organizational understanding of the capacities and infrastructure needed to better meet the need of our targeted populations ▶
- Further strengthen institutional relationships and collaborations so together we are better able and effective at meeting the needs of those we seek to support ▶
- Enhance coordination of services, increase social connectivity and enrichment programs, and provide expanded health programs for older adults ▶
- Create a culture of program excellence through staff development and training ▶

Organizational Impact

We intend to focus the impact of our efforts in the following areas: Skilled Staff, Quality Programs, Strategies to combat barriers to access and funding mix model that permits our efforts to be financially sustainable. Our focus will be on reducing Health Risks, the Prevention of childhood obesity, and helping to increase a sense of wellbeing while preventing isolation amongst older adults. The Social determinants of Health we will focus on are: Individual behaviors, Social Circumstances, and Medical Care. Finally we seek to become Medicare certified by Winter of 2019 which provides reimbursement for YDPP

Strategic Action **Status**

- Position our Y as the preferred resource for health and wellness in our service area and surrounding communities ▶
- Acquire evidenced-based programs, develop strategic health partnerships, and build internal capacities that support the overall health and wellbeing of older adults. ▶
- Establishing the WCY as a trusted resource and leader in helping to combat social determinates of Health ▶
- Through State of Illinois Alliance efforts, assist other YMCA's to build their Community Integrated Health capacities which will provide IL Y's with an increased value added network of programs delivery systems ▶
- Increase our referral networks and delivery sites so access to these programs and resources are more widely accessible ▶
- Develop and implement strategies to increase Health Literacy ▶
- Effectively harnessing the National resources and Brand of the YMCA Movement ▶

Big Question **Overall Rating**

How can we transform current and access new program space to ensure we achieve our full mission impact



Current Strategies

Our current strategy has consisted of a \$1.2 facility investment to improve the facility in areas like flooring, equipment, locker space, pool, etc. We are also freeing up facility space by moving to our new youth development space at St. John's. We are considering a long-term strategy for Early education, residence and ways to improve accessibility to the facility.

Organizational Impact

A clear vision for space and facility requirements and availability for our Y to deliver programs that are accessible and meet the program requirements. We aspire to have the following footprint: A dedicated space for Youth Development programming, and optimal use of our resident space not limited to SRO only options, and a new or renovated space to house Chronic Disease, Fitness, and Sports programs

Strategic Action **Status**

Un-tap and access already available spaces within our service area such as schools, churches, hospitals, offices Etc.

Study current facility utilization and allocation then establish a plan that maximizes our facility space that aligns with programmatic priorities and convenient to our member's availability

Factor into our planning, signals on futurist studies to help inform what the future need will be i.e. maker spaces

Big Question **Overall Rating**

How can the West Cook YMCA build the public's awareness and interest for the value of the Y's impact among influential stakeholders in our communities?



Current Strategies

The key strategy to date has been: 1. improve member value and quality of experience to remove impediments to folks wanting to invest in our mission. 2. Acquire programs and services that positions the WCY as a value added community asset to legitimize our mission and attract potential investors. 3. Secured R&D funding to help facilitate these initiatives without burdening our Y with financial liability. 4. Reposition our Y within the Y movement to attract investment, staff and opportunities

Organizational Impact

To build the organizational infrastructure and a social network of relationships and influence that facilitates our being able to increase our capacity for contributions, influence decision makers which in turn enable a greater transformational impact within our communities.

Strategic Action **Status**

Identify a list of specific spheres we seek to influence so it can inform who may be key stakeholders important to engage

Identify and build intentional or organic connections that need to be forged with the spheres we desire to influence

Develop a strong and compelling case for support and accompanying collateral and digital materials to help tell our story

Implement a Major Gifts and Moves Management Program at the WCY

YMCA Mission: *To put Christian principles into practice through programs that build a healthy spirit, mind and body for all.*
Our promise: To strengthen the foundations of community