



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Envisioning Our Future Impact: Our Strategy Roadmap

YMCA ALLIANCE OF NORTHERN NEW ENGLAND
2024 and beyond

STRATEGIC PLANNING PARTICIPANTS

- Andy Orazio, Alliance Board Chair
- Alliance Staff: Meagan Hamblett, CEO; Meg Helming, COO; Holly Richards, Director of Philanthropy
- Ruth Knous, Strategic Consultant – Ohio Alliance of YMCAs

Participating Board Members (Present at September 2023 Board Retreat):

Andy Hamblett	Matt Montgomery
Andy Orazio	Michele Sheppard
Casey Clark Kelley	Mike LaChance
Dan Smith	Patrick Guerette
Diane Dickerson	Ranae L'Italien
Heather Kiley	Rob Gray
Jeff Gleason	Seth Kassels
John Tilley	Whitney Files
Kimberly Masucci	

OUR MISSION

Overall purpose of the organization. What we do, for whom we do it, and the benefit.

To support, educate, and inspire collaboration amongst the YMCAs in Maine, New Hampshire and Vermont to increase and strengthen our impact and advocate for positive change.

OUR VISION

The picture of the preferred future if we are successful and achieve our mission.

A visionary and unified Alliance of YMCAs leading change, supporting impactful leaders, and developing healthier communities.

OUR CAUSE

Why we exist, our mission in action.

To strengthen the foundations of community.

OUR STRATEGY SCREEN

Our “filter” that aids in decision-making & challenges our Alliance’s thinking.
Guides intentional conversations before taking on any new strategy or initiative.



OUR STRATEGY SCREEN

Our strategy must:

- Support our mission and vision
- Strengthen relationships with all Ys in our Alliance and our partners
- Be considerate of all Ys and serve the greater good
- Position the Alliance as a leader and collaborator, and meet high quality standards
- Ensure fiscal health and sustainability and strategically allocate our resources
- Improve the desirability, credibility, and reliability of our YMCA brand

STRATEGIC PRIORITIES

STRATEGIC PRIORITY 1: ADVOCACY

Advance shared priorities to foster strong communities and YMCAs.

STRATEGIC PRIORITY 2: BRAND AWARENESS

Develop a regional brand strategy to deepen the YMCA's connection with community stakeholders.

STRATEGIC PRIORITY 3: COLLABORATIONS AND PARTNERSHIPS

Cultivate meaningful partnerships to leverage our collective strengths, foster innovation, and drive sustainable growth.

STRATEGIC PRIORITY 4: PROFESSIONAL DEVELOPMENT

Enhance leadership development practices to build strong leaders and position the YMCA as an employer of choice in our region.