



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

CENTRAL CONNECTICUT COAST YMCA

cccymca.org

SPRING 2012

## CENTRAL CONNECTICUT COAST YMCA ADOPTS REAL-TIME STRATEGIC PLAN

The Central Connecticut Coast YMCA Board recently adopted a new Real-Time Strategic Plan (RTSP) that will serve as our roadmap to success for years to come.

Months of important conversations with community leaders, data collection and analyses, plus hours of debate and discussion led the Y's RTSP Committee to recommend a comprehensive plan focusing on the core areas of *youth development*, *healthy living*, and *social responsibility*.

We developed a *strategy screen* that will allow us to use our hearts and insist that we use our heads when making big decisions. Our committee worked very hard to develop a list of *big questions* facing our communities and our Y. The RTSP then came together around our belief statements and seven *community impact goals*.

**Youth Development** – *We believe that every child has great potential and should be given opportunity and guidance to reach it.*

- 1 – The Y will attract and engage youth in programs and activities that will build character, particularly the values of caring, honesty, respect, and responsibility.
- 2 – The Y will close the education achievement gap.
- 3 – The Y will teach children how to be safe around the water by age twelve.

**Healthy Living** – *We believe that a healthy life is achieved by actively striving for spiritual, mental, and physical well-being.*

- 4 – The Y will reduce youth and adult obesity.
- 5 – The Y will reduce the onset of Type II diabetes.

**Social Responsibility** – *We believe that the Y has been given the honor, resources, and responsibility to strengthen the foundations of community and family.*

- 6 – The Y and its partners will continually reduce chronic homelessness.
- 7 – The Y will strengthen families by being a source and resource for affordable programs and services.



David Stevenson, Ph.D.  
President & CEO



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Bridgeport YMCA  
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New Haven YMCA Youth  
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Bridgeport CT  
Alpha Community Services  
YMCA  
Bridgeport CT  
Soundview Family YMCA  
Branford, CT  
Stratford YMCA  
Valley YMCA  
Ansonia CT  
YMCA Camp Hi-Rock  
Mt. Washington MA  
Association Office  
New Haven CT

#### OUR MISSION

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

## REAL-TIME STRATEGIC PLAN (Continued from page 1)

Finally, we identified the *resources* that our Y will need to achieve our goals.

*Membership* – Full-privilege membership at the Y will grow as value is strengthened through positive personal relationships, fun and effective programs and services, and warm and welcoming facilities.

*Human Resources* - Strong investment will be made in the recruitment and development of Y volunteers, staff, and governing boards.

*Property* - All who enter our Y will be impressed by the cleanliness, warmth, convenience, spaciousness, attention to safety, and continually improving facilities and grounds.

*Financial Development* - Annual, capital, and planned giving campaigns will achieve their goals thereby allowing Y leaders to demonstrate excellent stewardship of the Y mission and assets.

*Finances* - The financial strength of our Y will grow to assure that the Y operates with diversified funding sources, balanced annual operating budgets, fully funded reserves, and that the Y's buildings and grounds will be continually improved.

*Marketing, Community Cultivation, and Member Feedback* - Dynamic marketing, community cultivation, and member feedback programs will be initiated and sustained leading to a heightened awareness and understanding of the Y's mission and community impact.

We would like to offer our deepest thanks to our RTSP Committee Chair, Jon Leckerling, and his committee that included volunteer leaders from all twelve of our Y's branches. We are sure that their enthusiasm, hard work, and excellent ideas in forming our new RTSP will lead us to success.

Best wishes to you and your families for a safe, happy, and healthy spring season.

### What is Real-Time Strategic Planning?

Unlike more traditional or *static* strategic plans that focus on program implementation over a period of time (3 or 5 years), a Real-Time Strategic Plan establishes high-level strategic priorities (i.e. closing the education achievement gap) and then engages the organization in a continual pattern of *thinking, acting, and evaluating*. Through this system, highly effective programs and services receive organizational resources and support, while ineffective programs are eliminated.



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## LAISSEZ LES BON TEMPS ROULEZ!

Amongst beads and feathered masks, more than 140 volunteers, members and staff gathered to celebrate Mardi Gras and launch the 2012 **Strong Kids Campaign** Kick Off!

The energy was high as Grand Marshall Chris Gallo, Association Strong Kids Chair, led the festivities. After a Cajun-inspired meal, attendees were treated to two wonderful speakers that reminded us about the impact the **Strong Kids Campaign** has every year.

**Robert "Mush" Hudson**, a Walk-In Coordinator at the New Haven Y Youth Center, grew up in New Haven. As a youth, Mush knew that the Y's doors were always open for him and his friends. He credits the caring staff at the Y with keeping him out of trouble and away from the lure of the streets. Today, he makes sure that every child that comes through the doors of the Youth Center feels the same thing – that there are adults who care about them and their future. He reminded everyone that the **Strong Kids Campaign** makes it possible for every youth to find a safe place in our communities.

**Janice Warner** is a Member Service Representative at the Soundview Y. Before she started at the Y, she didn't know anything about the Y or our **Strong Kids Campaign**. When she learned that sharing the impact of the campaign would be part of her job, she was a little leery. "I didn't know anything about the Y, so to ask people to contribute made me really nervous," she said. "But once I learned a little more about the Y and our scholarship program, I felt better. And when I got my first 'Yes!', I felt great! Now I love talking about the **Strong Kids Campaign** because it isn't about the money – it's about the kids." In 2011, Janice raised enough money to send 10 kids to camp and she's hoping to send even more kids to camp this summer!

With the inspiring words from Mush and Janice in our ears, the Mardi Gras parade commenced. Branch campaign volunteers wound their way around the room and then presented their branch goal to the cheers of everyone assembled.

**The total goal for the 2012 Strong Kids Campaign is \$1,220,000!**

**Special thanks** to Martha Dulla and the staff at Grassy Hill Lodge for hosting our Kick Off, and to Tim Martin for donating Pepsi beverages for the evening.





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## **THE CAMPAIGN FOR YMCA CAMP HI-ROCK BUILDING CAMPERS BY BUILDING CAMP**

This past year has been an exciting one for The Campaign for YMCA Camp Hi-Rock, our capital campaign which seeks to raise \$2.8M to address critical capital needs at Camp.

Thanks to the generous support of the Hi-Rock community, we are celebrating \$993,345 in campaign pledges as we start 2012. We are also celebrating the completion of two key projects made possible through the support of the campaign — the resurfacing of the main ball field and the installation of new stone retaining walls on the dining hall hill - as we work toward raising funds to commence the long awaited reconstruction of Parker Seeley Lodge.

For decades, campers and counselors gathered in Parker Seeley Lodge to sing, laugh, perform skits, tell stories, teach, learn and just be together.

Many thanks to those who have already committed to the current phase of The Campaign for YMCA Camp Hi-Rock! If you are interested in learning more about the campaign, please contact Jessica Speer-Holmes, Executive Director at 413 528 1227.



The Parker Seeley Lodge has been boarded up for several years.



Artist rendering of the future Parker Seeley Lodge.

## **GENEROUS SUPPORT FOR THE COMMUNITY FROM THE COMMUNITY**

The New Haven Police Department has generously pledged to the Strong Kids Campaign in support of the New Haven YMCA Youth Center Open Gym Program. Their support will allow the New Haven Y gym and game room to be open on Saturdays. This specially funded program gives youth in the community a safe place to go on Saturdays for social and recreational activities.

