Central Florida YMCA


This report represents Central Florida YMCA’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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Mission:
The purpose of this Association is to improve lives of all in Central Florida by connecting individuals, families and communities with opportunities based in Christian values that strengthen Spirit, Mind and Body.

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1. What are we aiming to accomplish?

The ultimate goal of the YMCA of Central Florida is to STRENGTHEN COMMUNITY. We see ourselves as part of the fabric of the communities we serve and thus, as a "good neighbor" we see it as our role to create space and programming where EVERY individual can not only grow but thrive. No matter what age, income, or background, we provide programs that meet their needs and allow them to be strengthened in spirit, body, and mind. This is accomplished through dozens of programs, most of which fall under the categories of "YOUTH DEVELOPMENT," "HEALTHY LIVING," and "SOCIAL RESPONSIBILITY." We believe in SMART goals (Specific, Measurable, Appropriate, Reasonable, and Time-bound) and have implemented a very aggressive strategic plan to accomplish these goals. Specifically: 1. Membership for all: by 2020, the board of trustees for the Central Florida YMCA has targeted a goal of raising at least $10,000,000 PER YEAR in scholarships that will be used to expand our outreach to less fortunate kids and families and those suffering from chronic illness. 2. Expansion of facilities: we will be renovating or expanding over 90,000 square feet of existing space, an investment of over $9 million into the lives of our current YMCA neighborhoods. In addition, there are plans to develop 200,000 square feet of new space and add 100 acres of property, which will pour over $23 million into new Central Florida communities. 3. Impact on community: to help fulfill our goal of making a difference in our communities, we will continue and expand upon our already successful programs that include an outcome-based learning curriculum and summer camps for our youth, increasing our volunteer ratio to allow community service opportunities that impact lives, partnering with healthcare systems such as Florida Hospital and Orlando Health to close the clinic to community gap, and invigorating our Missions Committee to minister to our faith-based community. Our projection includes impacting the lives of over 1 million individuals by 2018.

2. What are our strategies for making this happen?

Our long-term strategic vision can be summed up in three focus areas: "YOUTH DEVELOPMENT," "HEALTHY LIVING," and "SOCIAL RESPONSIBILITY." Through creative YOUTH DEVELOPMENT programming that includes "Links2Learning," "READ," middle and high school Achiever's Programs, water sports, and innovative summer camp opportunities, the YMCA of Central Florida is positioned to positively impact the youth throughout neighborhoods in six counties. We will invest in the lives of over 100,000 kids this year. ALL youth programs emphasize values, reading, wellness, and strengthening families. It is estimated that only 10% of our population practices and adheres to a healthy lifestyle. Therefore, the HEALTHY LIVING PROGRAM has set a goal of impacting 20% of our 3 million constituents, which equates to 600,000 people throughout our six-county region. Some of our cutting edge offerings include diabetes prevention, physical therapy for cancer survivors, nutritional and physical training for chronic pain sufferers, personalized health initiatives for obese children and their families, as well as specialized programs for children with autism. All of our programs are Personal, Preventative, and Integrated. Finally, our SOCIAL RESPONSIBILITY focus encompasses the development of a culture that includes volunteerism, philanthropy, and an attitude of "helping others." Our desire is to unite those in each community we serve with a goal to increase our current number of volunteers from 6,800 to 40,000 dedicated people. We will accomplish this through a deliberate volunteer program that will be led by committee volunteers and financial development with capital campaigns. Our greatest resource in years to come will be the "Human Resource" who will give of their time, talent, and treasure, investing in the well-being and best interests of their friends and neighbors.

3. What are our organization's capabilities for doing this?

With 27 YMCA facilities (including 20 Family Centers) in the Central Florida Region, the Y offers expanded and diverse locations to meet the needs of the communities we serve. Each community presents its own unique needs and challenges, so the Y is continually expanding and adding programs to meet those needs. To do that, we depend upon community partners whose vision and passion underscores our goals. Their support and generosity provide the resources to help us accomplish our common goals. Some of our partners include Dr. Phillips Charities, PepsiCo, Orlando Health, West Orange
Central Florida YMCA

4. How will we know if we're making progress?

The Y of Central Florida provides extensive documentation of data and statistics in order to measure success, progress, and improvement. For example, we have a goal of doubling our membership by the year 2020 and increasing our volunteer force from 7,000 to 40,000. To accomplish this, we are instituting a Membership and Volunteer committee to work within our communities, in our schools, and at local churches to garner the support and involvement of our needed "people" resources. In addition, our academic programs that include reading, technology, math, and science, implement measurement tools at the beginning of each session, followed by a post-program evaluation at its conclusion to be able to correctly evaluate student progress and discover areas of weakness. In our Health and Wellness area, patients who enroll in our Diabetes Prevention Program begin at their "set point" and are then provided a personal trainer who tracks weight, cholesterol, and blood sugar levels. A program unique for each person is designed so that these levels see improvement through exercise and nutritional training. Similarly, other evidence-based programs for cancer survivors and seniors with joint inflammation or fall risk have a set of pre- and post- assessments to demonstrate the efficacy of this program on achieving increased functionality and quality of life. We will also track the improvement in the health of at-risk children as we launch a new program with Florida Hospital called Healthy Weight and Your Child. We are in the process of enrolling 100 obese children AND their families in an exclusive program where through exercising at the Y and practicing good nutrition, we expect to see great improvement in the health and well-being of these children and their families. Too numerous to mention here, the Y offers sports programs of all kinds and classes from golf to swimming and diving. As a matter of fact, our Aquatic Center at International Drive and I-4, under the leadership of Olympic champion, Rowdy Gaines, has become the premiere destination for international swimming and diving competitions. Each year over 200,000 people access the Aquatic Center and it hosts 180 organized national, regional, and state aquatic events. This number stands to grow as we host additional meets and competitions in the next three years.

5. What have and haven't we accomplished so far?

In our 3 major areas of focus, there are many accomplishments to date however, perhaps our continued goal not realized is access to the Y programs and services to ALL who need it - this is due to either lack of funding support or because we have been unable to expand all services to all locations. Some highlights are listed below: Our YOUTH DEVELOPMENT program has been rapidly expanding through two major funding sources: the 21st Century Grant which is covering the cost of adding four middle school after-school programs in Lake County, and a $1.5 million state appropriations grant that is funding another five schools located in Brevard and Osceola Counties. This brings our total to 70 schools in which the YMCA is running an after school program. In addition to positively impacting students throughout the school year with sports and after-school programs, the Y summer camps in 2016 drew over 25,000 kids. Also, during our one-week long SPLASH focus, over 10,000 kids received free swim lessons at 22 of our YMCA of Central Florida pools. With drowning the number one cause of death in children under the age of four, we see this as an incredible way to serve our neighborhoods. In addition to the many expanded youth initiatives, we are always improving/renovating and building new facilities. As a matter of fact, in 2014, we launched a $40 million capital campaign that is designed to enhance the facilities at the Frank Deluca YMCA Family Center, the Winter Park YMCA Family Center, the Blanchard Park YMCA Family Center, the Osceola YMCA Family Center, and the YMCA Aquatic Center. This campaign will take us to 2019. Similarly, our HEALTHY LIVING programs have helped to improve the health of more than 150,000 members each year, and as we continue to expand our services to
cancer survivors, diabetes patients, seniors, and the arthritis, this number will dramatically rise. We now even offer a ""Coach Approach"" to businesses that enroll their employees in a 6-month program designed for the health and well-being of their employees; and have launched a 3 year pilot workforce initiative (Communities for Health) that is partially funded by the Kresge Foundation. Not only does the individual employee benefit, but healthier employees dramatically decreases the cost to employers as their employees take control of their weight, high blood pressure, diabetes, and hyper-tension. Participants display less absenteeism and exhibit more energy on the job when they are on a regular workout schedule. We have set a goal to expand this program and enroll additional organizations/employees once the pilot phase is completed in 2017. Similarly, the Y has committed itself to be a part of the medical neighborhood by piloting a new collaborative with primary care physicians where patients with chronic diseases can work with a certified Y health coach to meet their health goals. This initiative is funded through a $1.7M grant from the United Health Foundation. Another program that is gaining footing is our SOCIAL RESPONSIBILITY focus. We have chosen ""11 Outreach Y's"" from which to pour scholarships, programs, and facility improvements. These include under served communities in Title 1 school systems, such as Pine Hills, Tangelo Park, South Orlando, Union Park, Osceola County, and Titusville to name a few. Since 2014 we committed $11 million to serve over 90,000 people.