YWCA TRI-COUNTY AREA
2020-2022
STRATEGIC PLAN

YWCA IS ON A MISSION TO ... EDUCATE COMMUNITIES
www.ywcatricountyarea.org @ywcatricountyarea

eliminating racism
empowering women
ywca
Tri-County Area

VISION.
IMPACT.
GROWTH.
2020-2022 STRATEGIC PLAN
KEY PRIORITIES

- Improve Infrastructure
- Enhance Financial Stability
- Increase Visibility
- Grow Core Services

KEY PRIORITY #1: IMPROVE INFRASTRUCTURE

YW3CA will focus infrastructure efforts that support program expansion and enhancement. This focus will include the development of a scorecard to continue to measure program impact metrics against revenue and expenses. YW will make continued investments in equipment, technology, and professional development and community partnerships and continue to strive to be an exemplary place to work.

KEY PRIORITY #2: ENHANCE FINANCIAL STABILITY

As always, financial stability is key. YW will continue to focus on this strategic key priority and will pursue the following toward this effort:

- Budgeting software that works in tandem with accounting software;
- Minimum of six (6) months cash on hand at all times;
- Pay down or pay off long-term debt balance;
- Grow/diversify investments for increased income;
- Continued and new partnerships with businesses for financial support, endowments, charitable contributions;
- Campaign for Equity (Capital Campaign);
- Enhance Planned Giving;
- Donor Giving Program (Private Philanthropy);
- Increase unrestricted revenue.
Since 1908, YWCA Tri-County Area has empowered women, girls, and families. From early education and youth development to advocacy and adult education, every program is related to our core mission.

YWCA is not just an organization, it is a movement. More than 200 associations across the United States represent an ongoing collective effort to transform society.

**KEY PRIORITY #3: INCREASE VISIBILITY/AWARENESS OF YW MISSION AND PROGRAMS**

YW3CA is no longer the "best kept secret in Pottstown." However, there is still work to be done to support program expansion and enhancement. The following list will support the increased visibility and awareness of the mission and the programs:

- Marketing plan for each department
- Consistent storytelling / human interest stories
- YW Ambassador & YW Membership
- Bold presence / Expand reach & impact
- Participating in/ hosting women's conferences
- Growth of All.Girl! Leadership and Wellness Convention
- Establish programs/dedicated staff to multiple sites
- More intense advertising campaign for Education and Training Center
- Grow and nurture partnerships with businesses
- Camp - Camp site to accommodate 200 plus campers YW3CA owned-multiple locations
- Market Pre-School programs
KEY PRIORITY #4: GROW CORE SERVICES

YW3CA will continue to expand its services to support children and families holistically and with trauma-informed care. We will continue to develop our place in the community with racial justice and programs that empower and dignify. This expansion and growth will include:

- Providing additional before/after school programs for area school districts;
- Recruiting 50+ volunteers for the Adult Education Program(s);
- Growing the Foster Grandparent Program to serve 200+ volunteers and children;
- Grow the YW C.H.A.M.P.S. revenue model;
- Establish Ready.Set.Girl! (K-3);
- Norristown Area School District GearUp/21st Century;
- Implement S.T.E.A.M./Career Exploration programs;
- Services offered for fee (summer) to libraries;
- Solidify Art of Yoga as a revenue-generating program;
- Improve parent engagement/education opportunities;
- Increase direct service hours every participant receives;
- Work with area adults in employment seeking;
- Expand workforce development programs and other related businesses;
- Evolve community service program into leadership/character development;
- Expand geographic reach and impact;
- Equity in Education;
- YW3CA Advocacy Group
- Voter Registration Initiative;
- On-going Racial Bias Training;
- Young Women Rising;
- Art of Yoga Serving girls in crisis and as conduit for Racial Justice Advocacy