

## Community Outreach

*We will continue to be a leader in community outreach by offering services tailored to the community.*

Job loss, illness, divorce, substance abuse, child abuse and neglect, aging parents, and seniors who have lost spouses are real problems that individuals in any community may face. Whether by scholarships for children and adults whose families cannot afford to pay, food bank services, special programs to help single parents or substance abuse counseling, the YMCA will help meet the needs of our communities. The Y will strive to provide innovative services through trained staff and volunteers and to engage other organizations as partners. By responding to needs and collaborating with local groups, the YMCA will remain a place to which individuals feel confident turning for help.

YMCA Outreach includes a variety of programs for people of all ages in all areas of our Greater Pittsburgh community.:

- The Collegiate YMCA's CHANGES program unites high school students from diverse backgrounds in an effort to promote citizenship. By linking schools and community based organizations in mutually beneficial service initiatives CHANGES helps reduce prejudice and increase understanding among students.
- At the Homewood-Brushton YMCA, the Teens Against Tobacco Use (TATU) program provides youth with education and information regarding the risks of tobacco use. Teens participating became Peer Educators in the East End community, presenting to other teens and testing local merchants for underage tobacco sales. Annually, TATU serves approximately 500 young people.
- Outreach can also include bringing YMCA programs into areas that aren't in close proximity to a YMCA branch. Currently, YMCA Health and Wellness centers and programs are serving over one dozen satellite sites delivering healthy lifestyle choices to hundreds of individuals outside of our YMCA membership base.

## Quality Standards

*The YMCA of Greater Pittsburgh will become the premier human service organization in the area by providing the highest quality services available.*

The YMCA of Greater Pittsburgh will execute the initiatives of our strategic plan with the highest level of quality. Through board and staff education and development programs, the establishment of best practices and a mission-driven focus, and fueled by the passion and commitment of our board, staff and volunteers, the YMCA of Greater Pittsburgh will deliver to the region the highest level of service.

We are improving service by:

- Creating training systems, written materials, educational and evaluation processes for staff in all core program areas.
- Establishing a recognition program with attainable objectives and branch-wide incentives to honor exemplary performance by all levels of staff.
- Creating a process to enable members of the community to participate in the evaluation of quality standards at their local branch.



YMCA of Greater Pittsburgh  
We build strong kids,  
strong families, strong communities.

Strategic Priorities 2004-2007





For more than 150 years, the YMCA of Greater Pittsburgh has met the ever-changing social service, educational and recreational needs of the people of western Pennsylvania. Programs offered by the YMCA of Greater Pittsburgh serve more than 1.4 million participants each year and include after-school care and childcare, health and wellness programs, outdoor camping, community outreach, sports, youth counseling and senior assistance.



## YMCA of Greater Pittsburgh Strategic Priorities 2004-2007

Through a strategic planning process, YMCA board, staff and volunteers have evaluated current programs and services to determine how best to serve our communities in the future. This strategic process has guided to five primary areas of focus with programs that:

- Fit the lifestyles of traditional and nontraditional families
- Promote the health and wellness of the community
- Foster literacy among adults and children
- Meet the needs of underserved communities
- Provide the highest quality social services to the community.

### Family Programs

The YMCA of Greater Pittsburgh will create new programs that fit today’s families while expanding its traditional family programs.

To make these programs more attractive to our family audience, they are affordable, convenient and sensitive to changing family structures and to the diversity, demographics and special needs of each branch’s service area. The YMCA will ensure that programs remain accessible to everyone, regardless of ability to pay, through fee adjustments, free memberships and scholarships.

These programs strengthen the parent-child bond by enabling parents and children to participate in activities that foster social, recreational, educational and cultural growth.

The YMCA wants to become a community resource for families by providing childcare services that enable families to meet work-related obligations while ensuring a safe and caring environment for their children. Working within our communities, we will build cooperative, personal relationships with schools, principals, teachers, administrators and clergy and collaborate with these groups on family-oriented projects. We will also use schools, churches and community centers as vehicles for communication with local residents and collaboration on family-oriented projects.

**MISSION**  
 The mission of the YMCA of Greater Pittsburgh is to put Christian principles into practice through programs that build healthy spirit, mind and body for all

### Health and Wellness

The YMCA of Greater Pittsburgh will be a leader in promoting the health and wellness of the community through YMCA and Activate Pittsburgh programs.

The YMCA has always advocated the holistic approach to wellness through care of the spirit, mind and body and our goal remains to influence individuals who are not leading a healthy lifestyle to engage in health and wellness programs.

Through Activate Pittsburgh, programs that promote healthy lifestyles are made even more accessible to the people of our communities, including children, adults and seniors. Activate Pittsburgh is part of a national initiative bringing together public and private partners to respond to the nation’s epidemic of chronic disease and obesity. The YMCA of Greater Pittsburgh is one of fourteen YMCAs across the country participating in Activate America.

Activate Pittsburgh programs focus on key demographic target areas

- \* “Environmental Justice” communities
- \* Youth and Teens “at risk” for obesity
- \* Inactive adults and older adults
- \* Corporate wellness programs

### Current and Upcoming Activate Pittsburgh Programs

- After-school Health and Wellness
- Active Teen Program
- Active Living Every Day (ALED)
- Various corporate health and wellness programs

### Literacy

The YMCA of Greater Pittsburgh will actively promote literacy to children and adults in our community.

The YMCA is working to form partnerships with organizations that have literacy training as their core mission. Through such partnerships, we hope to provide literacy programs in all branches, providing information and resources to help parents foster reading skills in their children.

The YMCA’s literacy programs encompass both traditional reading skills and computer literacy.

- Starfish Literacy Program
- Tutoring
- After school homework assistance
- The Y-Tech program, which teaches basic computer skills to children, adults and seniors

### Fostering Literacy

The YMCA is fostering literacy in our youth population by taking steps to ensure that all children participating in the after-school program are reading at grade level by the third grade. The YMCA of Greater Pittsburgh created the Starfish Summer Literacy Program to help students entering the third grade reading below grade level to increase, enrich, and maintain their literacy skills during the summer months. Starfish builds literacy skills in a camp-like atmosphere. Children build strong relationships with the teachers and other students. All activities are designed to build self-confidence and to demonstrate that reading is fun.