



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# MISSOURI STATE ALLIANCE ROADMAP 2018 – 2020

## OUR MISSION

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

## VISION FOR IMPACT

To leverage our collective strengths to enrich the quality of life for all Missourians.

## COMMITMENT

Missouri YMCAs will commit to participation and engagement to build a thriving state alliance. In return MSAY will commit to bringing value to all YMCAs.

# WHO WE ARE



25 YMCA  
Associations

70 YMCA  
Branches

Serving 1 in 10  
Missourians

Serving 120,000+  
Children

Reinvesting in  
our Communities

## THRIVING ALLIANCE

Missouri's YMCAs will engage and connect through MSAY, leveraging individual, organizational and personal strengths for group synergy and growth.

## ADVOCACY & PUBLIC POLICY

Missouri's YMCAs will advocate for the YMCA mission and cause at the local, state and federal level.

## STATEWIDE INITIATIVES

Missouri's YMCAs will leverage our collective strength working toward state impact.

# STRATEGIC PRIORITIES

## THRIVING



## ALLIANCE

- MSAY will operate using best practices across governance, management, fiscal and programmatic areas.
- MSAY will explore efficient and effective business practices for sustainability, continuing to refine the MSAY and RD/Y-USA roles.
- MSAY will cultivate a strong network of neighborhoods to support the development of staff across the state in all areas of the work.

## ADVOCACY &



## PUBLIC POLICY

- Missouri YMCAs will commit staff and volunteers to building relationships with local and state policy leaders.
- Missouri YMCAs will recruit membership in the YMCA Advocates Action Network among staff and volunteers through board and neighborhood presentations.
- MSAY will create and implement a strategy for Y leadership to engage Y staff and volunteers in advocacy efforts locally and statewide. Consider YMCA Caucus and utilizing neighborhood structure.
- MSAY will create statewide messaging for staff and volunteers that speaks to the Alliance's depth and breadth as a cause-driven, charitable organization. Consider community benefit report as well as social media and technology advances (video etc.)
- MSAY will continue to advance the Alliance's legislative priorities through relationship-building with elected officials.
- MSAY will continue to develop and strengthen youth leaders through Youth and Government programs.

## STATEWIDE



## INITIATIVES

- MSAY will develop a process to identify, vet and implement statewide initiatives going forward.
- MSAY will search for and help in the application for funding to scale up state wide program delivery.
- MSAY will build partnerships and work with state and regional partners to secure long term sustainability.

## STRATEGY SCREEN



- How will this leverage the collective power of the alliance?
- How will we engage key stakeholders?
- How will this be scalable statewide?
- How will this be sustainable over time?
- Are we the best ones to deliver this in terms of human capital and quality?
- How will we measure and communicate impact?