2020 VISION The healthiest children in America will live in the Bay Area, building the skills and habits for a healthy life, being empowered to reach their highest potential and make valuable contributions to society through the strength of the communities we serve.
For more than 160 years, the YMCA of San Francisco has innovated and adapted to address social issues.

Today, our 14 YMCAs in San Francisco, Marin and San Mateo counties continue to support families in facing and overcoming the complex and urgent challenges of our time. The YMCA of San Francisco is known for being an essential partner to many organizations in meeting community needs. Our Vision and Strategic Plan will deliver long-term sustainable solutions to address childhood obesity, diabetes, and beyond—not only the absence of disease but the presence of wellness.

As we move through our 2014-2017 Strategic Plan, we’re heartened by the deep knowledge of our staff and volunteer leadership, and our unique ability to drive the conversation of health in the Bay Area. This plan establishes shared intentions and outcomes for our Y members, donors, volunteers, staff and other stakeholders. It also provides a common framework for strengthening community through youth development, healthy living and social responsibility.

Given the long history of successful youth development programs, a strong membership base, extensive collaboration with local communities, and financial stability, the YMCA of San Francisco is in a powerful position to build future generations of healthy, productive adults.

We are excited about the future of the YMCA of San Francisco and our role as a collaborator, innovator and leader in providing opportunities for youth to reach their full potential and become healthy, productive adults.

Charles M. Collins
President & CEO, YMCA of San Francisco

Signature
In 2014, we moved through year one of our Strategic Plan:

The healthiest children in America will live in the Bay Area, building the skills and habits for a healthy life, being empowered to reach their highest potential and make valuable contributions to society through the strength of the communities we serve.

We identified four Strategic Initiatives to achieve this Vision:

**Innovative and Holistic Programs**
The Y will develop programs that emphasize complete health, nurturing the physical, social, emotional, mental and spiritual well-being of Bay Area kids.

**Early Intervention with Significant Social Disparities**
The Y will work to ensure a healthy start for all Bay Area children and families by creating more equitable access to opportunities and supports empowering them to reach their full potential.

**Partnerships for Achieving High Level Wellness**
The Y will make a concerted effort to strengthen both internal and external collaboration to maximize opportunities for youth, adults, and families to reach optimum health.

**A Culture of Innovation**
The Y will create a culture of innovation, equipping our staff, volunteers, and stakeholders with the capacity to meet the emerging needs not just of today, but of tomorrow.

Building on over 160 years of advocating and providing exceptional services for youth, families, and communities, with an unwavering mission and a cause-driven approach to meeting the unique needs of the communities we serve, the Y has developed a robust Strategic Plan to bring our 2020 Vision to life.
While the focus of our 2020 Vision surrounds the health and well-being of Bay Area youth, execution will operate within the broader context of the Y, with over 2,700 Ys, nine million youth, and 12 million adults in 10,000 communities throughout the nation.
Youth who participate in Youth and Government are 88% more likely to achieve a bachelor’s degree.
YOUTH DEVELOPMENT
LEARN, GROW, THRIVE

The Y supports youth of all ages in their academic, physical and social-emotional development with holistic programs, helping kids realize who they are and all they can achieve.

With the support of Y staff, Christian Oregel, 17, started Puma Prevent to address the issue of sexual assault on school campuses. As President of the Bayview Hunters Point YMCA’s Burton High School Youth and Government delegation, Christian is using his voice to help young athletes talk about a sensitive subject. By working with his YMCA mentor, Christian and his team of peer educators have spread their message to thousands of youth in the Bay Area. Christian plans to continue his work to end sexual assault on his future college campus.

Youth and Government helps kids find their voice.

152
Number of hours YMCA youth and government delegates practice public speaking in a season.

5
Number of days delegates take over the Governor’s office and California Capitol building in Sacramento.

119
Delegates in 2014-’15 Youth & Government.

80%
Receive scholarships.
HEALTHY LIVING
GROWING STRONGER TOGETHER

We’re forging new, healthy spaces in the San Francisco Bay Area.

In December 2014, the Shih Yu–Lang Central YMCA embarked on a first of its kind partnership with the Boys & Girls Club of San Francisco, Tenderloin Safe Passage and San Francisco’s Recreation and Parks Department by opening a new facility in the Tenderloin at Boeddeker Park.

In this new chapter of the Shih Yu–Lang Central YMCA’s service to the Tenderloin community, our services provide a safe location that was previously unsafe for many. The Central Y offers after school programs daily to youth and teens, programs for seniors, and adult group exercise classes.

One of the activities after school students love the most is an outdoor culinary education program, where YMCA youth take trips to the garden located at AT&T Park and learn about growing, harvesting, preparing, and eating locally cultivated food. Cooking programs are an essential aspect to the Y’s approach to holistic and healthy living.

At the Point Bonita YMCA located in the Marin Headlands in Golden Gate National Recreation Area, Saturday workshops have been inspiring families to get outside. First Saturday’s, free community hikes, workshops and wellness events have been providing naturalist education experiences to so many who wouldn’t otherwise have the opportunity to engage with the nature all around us.

SHARE YOUR IMPACT #YMCASF
In 2014, the Y improved the health and well-being of nearly 120,000 members and participants, supporting them in achieving balance and reaching their full potential.
SOCIAL RESPONSIBILITY
COMMITMENT TO STRENGTHENING COMMUNITY

The YMCA of San Francisco provides financial assistance for children, teens, adults and families who cannot afford the full cost of membership and programs. The Y is so much more than a gym—we are a cause committed to strengthening the foundations of community.

No one is turned away because they cannot afford to pay. Through a variety of contributions and proceeds, including our annual campaign, special events, major gifts, corporate, foundation and government grants, financial assistance is made available for those in need.

“Last week I took a group of high school sophomores, who live in Oakland, to the beach. They’d never seen the ocean before.”
–Emily Brown, Lead Naturalist at the Point Bonita YMCA
Thank you to our 2014 Kids to Camp Golf Classic Sponsors

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FIRE UP THE STARTUPS 2014

Third Annual Y For Youth Luncheon

On March 7, 2014, more than 400 community leaders and philanthropists came together in support of the youth in our communities for the third annual Y For Youth Luncheon. Led by Co-Chairs Carol Berg and Julie Harkins, the Y For Youth event raised $562,000 for the Y’s youth programs.

Guests experienced an eventful luncheon and heard firsthand a lively debate on soda tax, from Youth and Government participants.

The Y is grateful for all of our Y For Youth supporters, especially Pacific Gas and Electric Company, for their continued support.

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We honor and thank the 2,000+ volunteers who are at the heart of the Y. With their valuable contributions of time and talent, the Y continues to deliver high quality programs and services, providing opportunities for all to reach their full potential.

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