

2025–2027 Strategic Plan

Expanding our Mission Reach & Positioning our Y as a leading Charity of Choice on the Coast



Address Childcare Shortages

- Expand Childcare Programs into additional communities.
- Identify partners to serve new areas and leverage connections to potential partners

Reduce Drowning Deaths

- Expand Water Safety Programs into new locations.
- Replicate 3rd Grade Swim Program into additional areas.
- Develop Land-based Water Safety Programs in Pascagoula and Biloxi Schools.
- Expand Early Swim and Water Safety Instruction in additional areas.
- Identify partners to serve new areas and leverage connections to potential partners

Improve Community Health & Wellbeing

- Offer and expand Diabetes Prevention Programs, Parkinson's Programs, Blood Pressure Self-Monitoring Programs, Traumatic Brain Injury Support Groups and programs addressing adolescent anxiety, bullying and suicide prevention.
- Identify other supportive services or support groups that can meet at YMCA facilities and leverage connections to potential partners.

Support Our Mission Expansion Via Facilities

- Expand facilities to serve a larger population with expanded services and programs.
- Renovate indoor pool and expand outdoor pool at Blossman YMCA facility.
- Develop new partnerships with county/city governments to replicate Active Jackson County programs in new areas.
- Explore partnerships with storefronts, hospitals and schools to operate new YMCA facilities in strategic locations.
- Identify partners to serve new areas and leverage connections to potential partners.

Position our Y as a leading Charity of Choice on the Coast

- Develop and implement a marketing and communications plan to increase awareness of our YMCA.
- Increase media exposure of mission-focused activities
- Increase messaging to members and community regarding charitable work beyond "swim & gym" activities.