



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ENSURE A BRIGHTER FUTURE

IL State Alliance of YMCAs 2011 Operating Plan

ILLINOIS STATE ALLIANCE OF YMCAS

PURPOSE: The staff and volunteer-led Illinois State Alliance of YMCAs exist to ensure that Ys in Illinois are positioned to respond promptly and effectively to statewide challenges and opportunities. The capacity to respond collectively will support Illinois YMCAs in furthering their work in youth development, healthy living and social responsibility.



PRIORITY ONE: ESTABLISH AND MAINTAIN OUR FOUNDATION TO SECURE OUR FUTURE AS A STATE ALLIANCE OF Ys

Our strategies will begin to preserve our legacy and increase our capacity to serve our corporate Ys in Illinois

The IL State Alliance will:

1. Continue to strengthen the Alliance's organizational structure and by-laws so that the greatest resources of our staff and volunteers are utilized benefiting the alliance of YMCAs.
2. Work in concert with our Lobbyist to further the public policy agenda and legislative matters that are important to IL YMCAs.
3. IL YMCAs will continue to contribute financially (100 percent of Ys contributing) to the Alliance so that financial resources are available and distributed with oversight from the Alliance's Steering Committee.
4. Construct a leadership succession plan for the state alliance and its committee structure.
5. Create a public policy committee that focuses proactively on legislative issues that strengthen Ys across the state and furthers our cause.
6. Work toward increase engagement of IL YMCA CEOs (100 percent of Ys engaged) and or senior staff leaders in the Alliance's meetings, activities and events.
7. Begin to partner and collaborate with other entities and nonprofit organizations to further the work of the Alliance and IL YMCAs.
8. Continue to evaluate and review the work of the Alliance, its lobbyist and begin to build a strategic plan for the future.



PRIORITY TWO: INCREASE OUR IMPACT ON YOUTH DEVELOPMENT, HEALTHY LIVING AND SOCIAL RESPONSIBILITY.

Our strategies will further our work in our three focus areas: youth development, healthy living and social responsibility.

The IL State Alliance will:

1. Continue to work collectively with our capacity-building YMCAs by support and statewide resources in concert with the YMCA of the USA.
2. Continue to work collectively with Pioneering Healthier Community (PHC) YMCAs in assisting in strengthening local Y PHC work and in the collective benefit of the state.
3. Increase our engagement and collaboration with the IL YMCA Youth and Government Program.
4. Continue to support and encourage each Illinois YMCA to be involved in global initiatives with statewide cooperatives as a common goal.



PRIORITY THREE: STRENGTHEN OUR COLLECTIVE MESSAGE

Our strategies will strengthen our collective voice so that the Y is seen as a cause-driven, charitable organization.

The IL State Alliance will:

1. Set a legislative agenda each year to reflect and proactively address our most important public policy priorities.
2. Continue to conduct an annual advocacy day in Springfield that will include keynote presentations from key leaders of the state legislature.
3. Send a strong delegation of staff and volunteers to the annual National Advocacy Day and meet with every legislator who has a YMCA in their district.
4. Work toward improving legislators and the public's perception that the Y is a cause-driven, charitable organization through a variety of communications vehicles and key messaging.

