



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

LET'S GROW!

VISION 2028
YMCA OF METROPOLITAN CHATTANOOGA



50 IN 5 > serve 50% more individuals by 2028

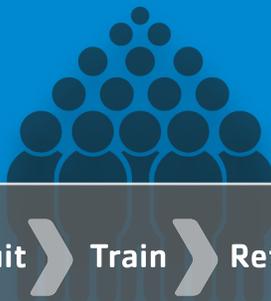
Our Mission: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.



STRATEGY

PEOPLE

Staff & Board Development



Recruit > Train > Retain

PLACES

Raise \$15 Million over the next 2-3 years



Facility improvements for all current branches & build a North Georgia YMCA

PARTNERSHIPS



Explore potential partnerships with school districts, healthcare providers & local developers

PHILANTHROPY



Launch a phased \$15M Capital Campaign

OUTCOMES



SERVE NEW POPULATIONS

25,000 additional people served by 2028

REVITALIZATION Upgraded facilities that support growth.

BROADENED REACH
Promoting the transformational work of the Y.

PARTNERSHIPS
with a shared goal in furthering the mission of the Y.

150 YEARS

BUILDING STRONG COMMUNITIES

YMCACHATTANOOGA.ORG

2022 ANNUAL REPORT
SCAN BELOW

