

OKR Strategy Map

Pillars

Measures of Success

2024 Results

2025 Quarter 1

People

- Elevate the staff and volunteer experience
- Grow member engagement and enhance the member experience for all generations
- Deepen our commitment to equity and inclusion

• 98%
• 86%
• 128%

• 8%
• 68%
• 0%

Purpose

- Ensure financial health and philanthropic sustainability
- Grow fundraising by strengthening our culture of philanthropy and sharing our impact
- Foster a strong and inclusive brand identity that reflects our commitment to building a welcoming and supportive community

• 60%
• 67%
• 99%

• 394%
• 86%
• 33%

Places

- Optimize and reinvest in our physical assets to ensure our locations are accessible and available to all
- Explore opportunities for growing our reach
- Minimize our impact on the environment and become a more sustainable organization

• 58%
• 100%
• 27%

• 0%
• 18%
• 50%

Programs

- Assess community needs and serve as a convener to expand and leverage partnerships
- Enhance and improve the Y's programs and services through an organization-wide commitment to quality and innovation
- Develop new programs for youth during out-of-school time

• 75%
• 59%
• 100%

• 0%
• 50%
• 0%