

# BRAND ARCHITECTURE

## OUR SYSTEM FOR ORGANIZING AND PRESENTING OUR PROGRAMS AND SERVICES TO THE PUBLIC.

Each area of focus is divided into major offering categories under which all programs, services and initiatives are organized. Brand architecture is how an organization presents its products, programs, services and related business units to the public. The Y's brand architecture verbally and visually frames and contextualizes our work in a straightforward fashion. It aligns programs to our areas of focus and demonstrates how we deliver on our cause. For instance, "Achievers" or other teen programs aimed at leadership and academic success don't stand alone, but are tied to the offering category of "Education and Leadership" and to our Youth Development area of focus. The system shifts the focus from promoting programs and services to emphasizing the impact we are making. This structure readily accommodates new programming while supporting our need to more clearly communicate what we do and why in a unified voice.

Area of Focus	YOUTH DEVELOPMENT <small>Nurturing the potential of every child and teen.</small>				HEALTHY LIVING <small>Improving the</small>			SOCIAL RESPONSIBILITY <small>Giving back and providing support to our neighbors.</small>				
Offering Categories	Child Care	Education & Leadership	Swim, Sports & Play	Camp	Family Time	Health, Well-Being & Fitness	Sports & Recreation	Group Interests	Social Services	Global Services	Volunteerism & Giving	Advocacy
Programs and Services:	Afterschool Care Child Watch Corporate Child Care Extended Child Care (+/- 6a.m.-6 p.m. a/o weekend) Kids' Club School-age Child Care (5 days/week)	<b>Academic Enrichment</b> Abundant Assets Afterschool Academic Enrichment Programs Early Learning Head Start Homeschool Enrichment Classes Preschool School Readiness Programs Tutoring  <b>Arts &amp; Humanities</b> Filmmaking  <b>Leadership Development</b> Campus Ys Mentoring Youth/Teens Leaders Club Youth on Boards  <b>Post-secondary Education Prep</b> Achievers College Goal Sunday College Preparation/Exploration Youth Employment Services  <b>Youth Civic Engagement</b> Model UN Teen Councils/ Youth Advisory Boards Youth and Government	<b>Competitive Swimming &amp; Sports</b> Gymnastics Swimming/Diving (under 18)  <b>Recreation</b> Dances Skateboarding Teen Clubs Y-Teen Zone  <b>Youth Sports Programs</b> Adaptive/Inclusive Youth Sports Youth Baseball Youth Basketball Youth Fitness/Exercise Youth Flag Football Youth Gymnastics Youth Judo Youth Karate Youth Lacrosse Youth Soccer Youth Softball Youth Tennis Youth Track/Field  <b>Youth Swim Lessons</b> Adapted Swim Lessons - Children w/ Disabilities Child/Parent Swim Classes Splash Youth Lessons	<b>Day and Resident Camps</b> Day Camp Overnight Camp Summer Camp  <b>Specialty Camps</b> Diabetes Camp Cancer Camp World Camp	Adventure Guides Family Camp Family Challenge Family Fitness Family Nights Family Wellness Programs Parent/Child Dance Prime Time Family	<b>Group Classes</b> Active Older Adults Aerobics/Dance Circuit Training Indoor Cycling Martial Arts Strength Training Women Only Fitness Yoga  <b>Healthy Lifestyles</b> Cardiac Rehabilitation Programs CPR/First Aid Diabetes Prevention & Self-management Health Screenings/Lifestyle Appraisal Healthy Family Home HIV/AIDS Prevention Injury Rehabilitation Lifeguard Training Obesity Programs Pre/post-natal Exercise Classes Stress Management/Relaxation Programs  <b>Personal Fitness</b> Personal Training Starter Fitness Programs  <b>Water Activities</b> Adult Swim Lessons Aqua Step Swim Classes for Adults with Disabilities	<b>Adult Team Sports</b> Adult Basketball Leagues Adult Competitive Swimming (18 & over) Adult Golf Adult Hockey Adult Soccer Leagues Adult Softball Leagues Adult Tennis Adult Volleyball Leagues  <b>Recreation</b> Cycling/Mountain Biking Hiking Running Clubs Skiing Snowboarding Walking Groups Wall Climbing	<b>Life-long Learning</b> Adult Arts & Humanities Healthy Cooking Sign Language Classes Spanish Classes Social Groups Book Clubs Group Trips (travel) Knitting Ladies Night Out  <b>Spiritual Development</b> Bible Study Community Prayer Breakfast	<b>Child Welfare</b> Foster Care Gang Prevention/Intervention Housing for Runaway/Homeless Youth Programs for Suspended & Dropout Youth  <b>Community Health</b> Military Outreach Initiative Urban Swim (outreach swim safety instruction)  <b>Employment/Vocational Training</b> Adult Employment Services Adult Literacy Programs Computer Training GED Preparation  <b>Environmental Education</b> Earth Service Corps iCare  <b>Family Services &amp; Skills Development</b> Counseling Programs Family Resource Centers Financial Education Transitional Housing for Families  <b>Quality of Life</b> Food Banks Housing Permanent Low-income Housing Substance Abuse Programs	<b>Global Education</b> Events, Forums & Festivals Exchanges of Volunteers & Staff Global Leadership Development Service Learning  <b>Global Network</b> Global Partners Hosting International Visitors International Y-to-Y Relationships  <b>Newcomer/Immigrants</b> English as a Second Language Citizenship Preparation Legal Services Resettlement Services  <b>World Service</b> Disaster Response Global Programming World Service Campaign World Week of Prayer	<b>Financial Support</b> Annual Support Campaign Youth Sponsorships  <b>Volunteers</b> Managerial Volunteers Policy Volunteers Program Volunteers	<b>Grassroots/Community Organizing</b> Civic Engagement Activities Healthier Communities PTO Collaboration  <b>Public Policy</b> Legislative Action Center State Alliances