

Strengthening the Foundation of Community



**Capital Campaign for the
YMCA of Greater Cleveland**

IT'S A FACT

People feel a strong obligation to effect change in their communities.

A national YMCA survey* revealed that 36 percent of people ranked themselves as having the biggest obligation and greatest opportunity to effect local change, even more so than federal, state or local governments.

The YMCA of Greater Cleveland's Capital Campaign provides an opportunity for people to do just that: improve the quality of life in their communities, for themselves, their children, and their neighbors.

The YMCA is community focused, community funded, and governed by our community volunteers, making it a non-profit like no other. We provide enormous benefits to the 57 communities in more than 100 neighborhoods in the four counties in Northeast Ohio where we have a presence.



We invite you to join us in this important cause to help our communities thrive as we continue our work to reduce chronic disease, promote healthy living, tackle childhood and adult obesity, create safe spaces for children and teens, bring families and communities together, and practice social responsibility by giving back.

** Results from a national YMCA survey conducted from June 25 to June 30, 2010 of 1,500 Americans age 18 or older, to better understand how they feel about the quality of life in their communities and the biggest challenges and opportunities facing their communities today.*

THE CAMPAIGN

The YMCA of Greater Cleveland is for Youth Development, Healthy Living, and Social Responsibility.

Our Capital Campaign, "Strengthening the Foundation of Community," is tied directly to our strategic plan. From now through 2015, the YMCA, through that strategic initiative, plans to address the critical issues facing our community including:

Childhood and Adult Obesity

The lack of safe places for youth & teens

Meeting the continued ?? needs of communities

Reducing chronic disease

Promoting healthy living

The Need for Collaboration

There is a growing need for the services that the Greater Cleveland YMCA provides

To deliver more programs to more people, we must increase our presence in both communities of need and communities of means.

Campaign projects over the next five years include:

- Continue to develop our City Agenda/Urban Initiatives plan
- Provide additional scholarship assistance
- Provide additional community programs
- Expand our nurturing, affordable child care programs
- Provide drug prevention and anti-gang programs
- Continue to provide support for families of those serving in the military.



IT'S THE RIGHT THING TO DO

As we continue our important work and increase our efforts in communities of need, a wide array of sources tell us we're doing the right thing.

Childhood Obesity

Forty percent of fifth graders and 26 percent of kindergartners in 15 of Cleveland's inner ring school districts are overweight - *Cleveland Plain Dealer*, 12/10/2010.

Education

Cleveland's graduation rate fell to 51 percent in 2010 - *Cleveland Plain Dealer*, 11/2010.

Youth Values and Lack of Teen Programming

Underage drinking has become more normalized - 40 percent of those who start drinking at age 14 or younger develop alcohol dependence; over the past 3 years, there has been marked increase in teen use of marijuana and Ecstasy - *Join Together Staff*, 4/19/2011.

Diversity and Inclusion

Inclusion and diversity is best summed up by these six words: Seek similarities...Understand Differences...Celebrate Diversity. Today, our inclusion and diversity vision is one of national proportions - *The Pulte Group*, 2011.

Health and Wellness

Three-quarters of our health-care costs are attributable to chronic, preventable diseases - *Time Magazine*, 2009.

Need for Collaboration

"Alone we can do so little; together we can do so much." - *Helen Keller*

When we act individually, whether with a political motivation, as part of our jobs, or as an artistic endeavor, we are limited by our weaknesses.

A REGIONAL ORGANIZATION WITH REGIONAL IMPACT

How Your Capital Campaign Dollars Will Have Immediate and Lasting Impact

In the City of Cleveland:

- \$7 million for the development of a new Downtown branch, serving the growing needs of an expanding Downtown business and residential community
- \$2 million for the expansion/improvement of the West Park-Fairview branch to enhance membership and serve more families, teens, and children
- \$2 million for the expansion/support of urban programming initiatives including Y-Haven, Teen Court, Y Achievers, youth enrichment programs, and CMHA partnerships.

In the Inner Ring Communities:

- \$3 million for the expansion/improvement of the Euclid branch to better serve a community where many residents are struggling economically
- \$1 million for the development of a new Warrensville Heights branch (the city of Warrensville Heights is contributing \$9 million), with a special focus on youth and teen-related programs.

In the Outer Ring Communities:

- \$7 million for the development of a new Hillcrest branch in Lyndhurst to better meet the programmatic and health and wellness needs of the greater Hillcrest area
- \$3 million for the development of a new North Royalton branch, (the city of North Royalton is contributing \$2.2 million), allowing us to offer YMCA programs and services to a previously untapped population.

FOCUSING ON HEALTHY LIVING

Making a Lasting Impact One Life at a Time

Preventing And Helping To Treat Diabetes

Healthy living at the YMCA is not just about physical activity; it's about equipping our communities to prevent and fight chronic diseases such as diabetes. For a modest investment of \$483 per person, we save Medicaid, Medicare, and private insurers \$6,649 per person per year (from the American Diabetes Association).

The YMCA's Activate Ohio program enables pre-diabetic and diabetic Ohioans to prevent and manage diabetes. Ohio employers lose \$2.06 billion per year because of absenteeism, reduced productivity, and lost productive capacity due to early mortality stemming from diabetes.



In the Fiscal Year 2010-11, we served 1,333 people, which translates to over \$8 million in savings. Since our program's inception in 2007 we have served over 2,700 Ohioans. That more than doubles our healthcare savings.

Working To Combat Childhood Obesity

Childhood obesity has become an epidemic in Northeast Ohio, just as it has in communities across the country. At the Y, we have the tools and partnerships both statewide and locally to help change how children and families live. For instance, our We Run This City Youth Marathon program, designed specifically for children in the Cleveland Metropolitan School District, encourages and promotes physical activity in inner-city youngsters. Recent data showed that nearly 70 percent of all students participating

DEDICATED TO YOUTH DEVELOPMENT

Making a Lasting Impact One Life at a Time

in the program felt better about their body image at its conclusion. Family support is an important motivator for children, and in 2010, for the third year in a row, program participants reported a significant increase in support for healthy behaviors from their parents.

Child Care

The YMCA provides child care services to more families than any other organization in Greater Cleveland, caring for over 1,100 children in more than 20 licensed child care centers. We offer full and part-time pre-school, before-and-after-school care and licensed child care summer camp. We provide children under age six with critical, quality early learning and school-age kids with safe, dependable places to grow before and after school. Thousands of working parents, and their employers, rely on both early care and before-and-after-school programs to support the Northeast Ohio workforce.

Teen Court Program

Over 150 youth participated in Teen Court during 2009-11. The program is designed to reduce the likelihood of youth becoming imprisoned or adjudicated and reduce recidivism among first time offenders.

Y-Achievers Program

Over 100 youth participated in Y-Achievers during 2009-11. All of the senior participants graduated from high school, and 75 percent enrolled in college. The goal of the program is to provide youth with academic and social support and promote and address the need for academic rigor.



DRIVING SOCIAL RESPONSIBILITY

Making a Lasting Impact One Life at a Time

Y-Haven

Programs like Y-Haven are a shining example of the Y's commitment to community service. In 2010 Y-Haven assisted 133 homeless men age 18 and older to become self-sufficient and achieve permanent housing. The program provides transitional housing, treatment for substance abuse and mental illness, educational training, and vocational assistance to homeless men.

The Euclid/Hillcrest Family-to-Family Collaborative

Housed at the Euclid Family YMCA, this program served over 1,000 families in 2010 and engages a variety of agencies, faith-based organizations and concerned residents to meet the needs and establish a partnership with service providers for east-side residents in Greater Cleveland.



Cuyahoga Metropolitan Housing Authority (CMHA) Partnership

A partnership between the Greater Cleveland YMCA and CMHA's Lakeview Terrace Community Center serves over 1,100 residents by offering onsite programming. Teen Court, Leaders Club, Youth and Government, Model United Nations, and a variety of civic engagement programs help youth find their inner voice and learn ways to take action in a constructive and results-oriented manner. After-school tutoring, sports and recreation programs, and wellness classes are also offered.

Clevelanders In Motion Neighborhood Walking Clubs

As a part of the Clevelanders in Motion program of the YMCA of Greater Cleveland, neighborhood walking clubs are operational in 18 Cleveland neighborhoods. Sets of neighborhood walking maps are provided to all participants, along with other incentives such as healthy recipes, rain ponchos, and t-shirts.

Racial And Ethnic Approaches To Community Health Initiative (R.E.A.C.H.)

A five-year, \$2 million federal grant from the Centers for Disease Control and Prevention allows the YMCA of Greater Cleveland to join with Cleveland's Recreation Division and other community organizations to offer education, free health screenings and prevention programs at city of Cleveland neighborhood Recreation Centers.

ADDITIONAL PROGRAMS AND SERVICES

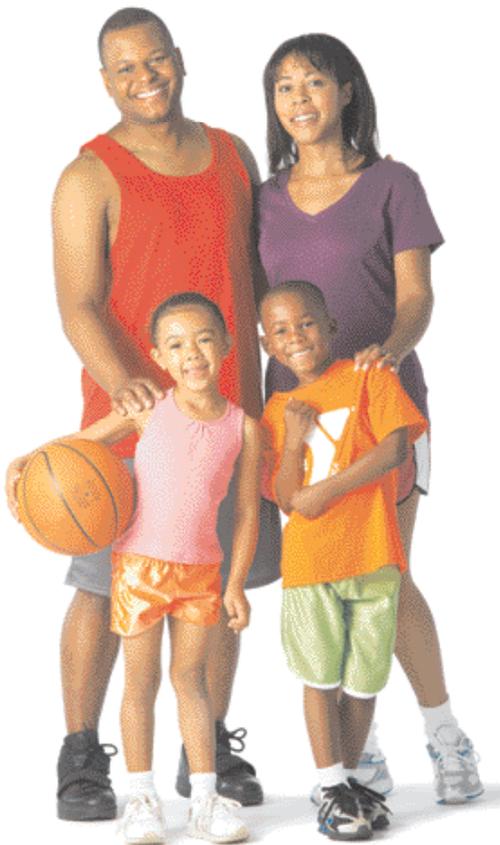
- We provide chronic disease testing and education
- We teach more kids to swim than any other institution
- We keep programs affordable and accessible to all by subsidizing the cost
- We provide financial scholarships to anyone in need
- We conduct free community events for members and non-members alike, designed to improve health and increase access to programs
- Our branches provide access to other non-profit organizations at a free or reduced cost
- Our staff members volunteer their time to outside agencies.



WE'RE HERE FOR GOOD – WE'RE HERE TO BENEFIT OUR COMMUNITY

The YMCA of Greater Cleveland Provides A Return on Your Investment.

- We have a \$13.5 million spending impact on the Northeast Ohio region.
- Eighty-eight cents of every dollar raised goes directly into programming or toward subsidizing children, adults and families.



- Contributions and grants make up 29 percent of our revenue.

Because of the strength of our organization, we are able to give away more than we receive.

- In 2010 our annual Strong Kids Campaign raised \$614,490 that was used to help underwrite \$758,320 in membership and program scholarships for 4,192 youth and families.
- We saw a 92 percent increase in scholarship dollars distributed from 2009-10.
- The need continues to be great, as we also saw a 90 percent increase in the number of people who received some form of scholarship assistance.
- Our fundraising has been directed principally toward our members.
- We are an economic engine for the Northeast Ohio region and in the specific communities where our branches are located. YMCAs have a strong economic impact.



Lakewood Family YMCA



Gauga Family YMCA



French Creek Family YMCA

- From 2003 to 2010 we have invested \$13.5 million in the economy. The new French Creek Family YMCA, which opened in April 2010, brought 85 new jobs to Lorain County. It has a \$2 million annual operating budget and generates between \$250,000 - \$300,000 in federal, state and local tax revenues.
- The Lakewood Family YMCA, which opened on December 1, 2006, created 85 full and part-time jobs in that community. It funneled \$8.6 million into the regional economy during an 18-month construction period, and generates \$300,000 in federal, state and locally-generated tax revenues. The facility has a \$2.4 million annual operating budget.
- The Geauga Family YMCA, which opened in 2003, resulted in 97 full and-part-time jobs, funneled \$10.4 million into the regional economy during an 18-month construction period, and generates \$267,000 annually in federal, state and local tax revenues. The facility has a \$1.9 million operating budget.
- The impacts to our regional economy are expected to be similar with the opening of two new branches in 2012. The new Warrensville Heights Family YMCA is expected to have a \$10.5 million annual economic impact, while the North Royalton Family YMCA is expected to have an \$8.4 million annual impact.

North Royalton Family YMCA



Warrensville Heights Family YMCA



THE GREATER CLEVELAND YMCA

CONTINUING THE TRADITION AS A TRUSTED, LONG-STANDING COMMUNITY MEMBER

History

- Founded in 1854
- Played a significant role in the establishment of Cleveland's juvenile court and probation system, city playgrounds, and the Legal Aid Society
- Partnered with the Red Cross in World War II, leading to the creation of the United Way
- Founded Y-Tech in 1921, which eventually became Cleveland State University.

Program Areas

- Health, Fitness and Recreation
- Child Care and Camp
- Transitional Housing and Retraining
- Community Health Centers
- Youth Development programs.

Community Impact

- Our organization has a \$13.5 million economic spending impact on Northeast Ohio
- We serve more than 40,000 members and 28,000 program participants annually at 11 locations in Cuyahoga, Geauga, Lorain and Portage counties
- We serve more families needing child care than any other organization in Northeast Ohio
- We provide transitional housing services and re-training to over 300 men annually
- We offer more than 1,000 programs for kids, youth, adults and seniors at our full-service and community branches.



Some of our many public and private partners:

- Anthem Blue Cross-Blue Shield
- American Red Cross
- Centers for Disease Control
- City of Cleveland
- Cleveland Clinic Foundation
- Eaton Corporation
- Ernst & Young
- KeyCorp
- MetroHealth Medical Center
- Parma Community General Hospital
- Rite Aid Corporation
- Sherwin Williams Corporation
- St. Vincent Charity Hospital
- University Hospitals of Cleveland.



Some of our close alliances:

- Case Western Reserve University Prevention Research Center
- Cities of Avon, North Royalton, and Warrensville Heights
- City of Cleveland Department of Health
- Cleveland Metropolitan School District
- CMHA Lakeview Terrace Estates
- COSE – Council of Smaller Enterprises
- Cuyahoga County Board of Health
- Diabetes Partnership of Cleveland
- Medical Mutual of Ohio.

Vision 2012: A Bridge to Tomorrow



Visit Our Association in 2012 and See...

- Four new branch locations in addition to nine other facilities which continue to be a source of pride for YMCA of Greater Cleveland members and participants.
- Friendly people and welcoming environments that encourage a sense of community and a celebration of diversity.
- Individuals of all ages and backgrounds enjoying high quality YMCA of Greater Cleveland programs and services that meet their personal health and wellness needs.
- Numerous collaborations with entities including hospitals, schools, churches, municipalities and other community service organizations in alliance with the YMCA of Greater Cleveland to enhance services while conserving community resources.
- Professional and well-qualified staff committed to the YMCA mission of the balanced development of the whole person, including spirit, mind and body.
- Strengthened member involvement through high quality programs and services that increase loyalty (retention), satisfaction and commitment to the YMCA of Greater Cleveland.
- Strong community leadership at the branch board level working to further the mission of the YMCA of Greater Cleveland throughout the Northeast Ohio region to support the corporate philosophy that no one is turned away because of the inability to pay.
- Use of research-based data to identify geographically and demographically underserved communities, enhance existing programs and expand services to new areas while remaining Northeast Ohio's premier health and wellness and social service agency serving all.
- Strong Christian values in action.
- A commitment to operating a fiscally healthy organization to ensure future stability and growth. Increase contributed income to strengthen our ability to serve more people and provide support for new initiatives.
- A regional private not-for-profit community service organization dedicated to enhancing the well-being of residents in Cuyahoga, Geauga, Lorain and Northern Portage Counties on a daily basis.

MISSION To put Christian Principles into practice through programs that build healthy spirit, mind and body for all.

VISION To be the premier community-based, charitable organization that embraces collaborations to build strong kids, strong families and strong communities.

VALUES The character development core values of caring, honesty, respect and responsibility will guide all our interactions and decisions.



YMCA Programs in the City of Cleveland



Youth Development Programs

- ★ We Run This City Youth Marathon School Sites: 900 served
- ★ L.I.F.E. Female Empowerment Program Sites: 85 served
- ★ Teen Court Program Site 20 served
- ★ Leaders Club Program Sites 75 served
- ★ City of Cleveland child care sites 200+ served

Social Responsibility Programs

- Y Haven & Y Haven Affiliate sites 222 served as follows:
Y Haven: 159 served
Y Haven Green Team Janitorial Program: 40 served
Y Haven Open Door Program: 23 served
- CMHA Lakeview Terrace Estates 1,362 served
- Meeting and Environmental Policy Advocacy Sites

Healthy Living Programs

- ▼ Free Health Screenings
City of Cleveland Recreation Centers: 486 served
Cleveland churches: 45 served
- ▼ Line Dancing Classes
City of Cleveland Recreation Centers: 1,976 served
- City of Cleveland Walking Clubs
Offered at 12 different sites
960 Total Served from May 15-October 15 each year.

Branch Sites

- ◆ **Downtown Y**
3,474 Members
Free Lunch Program (Summer) 1,500 served
Y-Achievers – 169 served
Youth in Government – 10 served
Teen Center – 2,400 served (School Year)
Summer Camp – 1,100 served
- ◆ **West Park Y**
2,533 members

GREATER CLEVELAND YMCA BRANCHES

Downtown YMCA

2200 Prospect Avenue East
Cleveland, OH 44115
(216) 344-7700

Euclid Family YMCA

631 Babbitt Road
Euclid, OH 44123
(216) 731-7454

French Creek Family YMCA

2010 Recreation Lane
Avon, OH 44011
(440) 934-9622

Geauga Family YMCA

12460 Bass Lake Road
Chardon, OH 44024
(440) 285-7543

Hillcrest Family YMCA

5000 Mayfield Road
Lyndhurst, OH 44124
(216) 382-4300

Lakewood Family YMCA

16915 Detroit Avenue
Lakewood, OH 44107
(216) 521-8400

Ridgewood Family YMCA

6840 Ridge Road
Parma, OH 44129
(440) 842-5200

Ridgewood Y-Express

Inside Parmatown Mall
7928 Day Drive
Parma, OH 44129
(440) 887-0430

Southeast Family YMCA

460 Northfield Road
Bedford, OH 44146
(216) 663-7522

West Park-Fairview Family YMCA

15501 Lorain Avenue
Cleveland, OH 44111
(216) 941-5410

West Shore Family YMCA

1575 Columbia Road
Westlake, OH 44145
(440) 871-6885

COMING IN 2012:

North Royalton Family YMCA

11409 State Road
North Royalton, OH 44133

Warrensville Heights Family YMCA

4433 Northfield Road
Warrensville Heights, OH 44128



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**