



President's Letter

Edward G. Munster

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Welcome aboard

We welcome **Dan Darling** as a new Metro Atlanta YMCA board member. Dan is chief information officer and senior vice president of technology production and operations for **Turner Broadcasting System, Inc.** He is responsible for the management of the 10 key technology divisions which are the backbone of the company's broadcast delivery and systems infrastructure. Dan is a long-time supporter, donor and board member of the Centennial Place Family YMCA. He serves as chairman of the Technology Association of Georgia board of directors.

Looking ahead to 2020

Soon we will begin the planning process for Y-2020, our next long-range strategic plan. **Milton H. Jones Jr., Bank of America**, will serve as the strategic planning committee chairman. He brings extraordinary insight and expertise to this role. Milton chaired the committee that developed the current Y-2010 strategic plan, is a past Metro board chairman, forged many current, key partnerships, and is a dedicated fundraising volunteer. Volunteers, community leaders and staff will work together to develop our goals and direction as we continue **to innovate and improve the Y experience** throughout metro Atlanta. We will keep you posted on this exciting opportunity to impact the future of our YMCA and our communities.

New role for senior staff member

I am pleased to announce **Betsy Lenahan** recently assumed the responsibilities of **chief marketing officer**. In this role she will help to map strategies for all program lines, provide business intelligence, research and development, and marketing integration. Her talents will help us look at positioning and marketing our Y in new and exciting ways.

Heritage Club impact

In 2008 more than **\$800,000 from endowment funds** supported vital YMCA programs like **teen outreach, after-school child care and pre-school**. The **Heritage Club** includes donors who contribute to the endowment fund or include the YMCA in their estate planning. These generous contributors strengthen the community by providing a perpetual financial base to support the Metro Atlanta YMCA mission. We will recognize the long-term commitment and support of our Heritage Club members at the 35th annual Heritage Club Dinner in May.

Sharing news and events with friends of the Metropolitan Atlanta YMCA

The right place at the right time

The current **Partner With Youth comprehensive campaign** includes the annual giving campaign which provides **financial assistance** to those who most need YMCA programs and services. With this year's uncertain economy, the **annual campaign** takes on renewed significance. We are receiving five times the number of requests for help. **Thank you** for your community concern and willingness to positively impact others by contributing to Partner With Youth.

At the Y, we meet families where they are today. That means many of our current members are experiencing financial hardships due to various circumstances. **Working families are especially hard hit** with job losses, salary cuts, medical issues, and other negative impacts.

These loyal members have supported the Y, and will return as full members when they can. Our mission calls us to reach out to these parents: their children need to remain in constructive and supervised Y programs during uncertain times. Recreational wellness programs and physical activities help adults relieve stress, enabling them to remain positive for their children. **The Y adds value to today's struggling families, because we help them maintain their family connections, activities and relationships.**

International news

Recently, the Metro Atlanta YMCA was recognized by YMCA of the USA as having one of the premier, international partnerships in the world. **Amy Brady, Bank of America**, chairs the international committee.

Established in 1989, our relationship with the **Republic of Georgia** includes financial, program and professional support. The YMCA in Georgia recently acquired land for a camp in a resort town near the Black Sea. A day camp will be developed first, but the goal is to create a resident camp. This is the first camp of any kind in the country.

About 50 metro-area YMCA teens will participate in summer excursions to **Costa Rica, Guadalupe in the French West Indies, and South Africa**. Locally, we continue to explore ways in which we can expand our **Latin American Association** and **Center for Pan Asian Community Services** partnerships through teen leadership, health and wellness and family strengthening programs.

Donate for the impact

The Hardy family of Covington appreciates the YMCA mission of being **open to and serving all**. Brandon, a 26-year-old father, attends college full time. His wife, Lesli, works to support the family. They could not afford a Y membership without Partner With Youth financial assistance. "It is important for Karli, our two-year-old daughter, to interact with other children and adults. She loves the Kid Zone," says Brandon. "Also, going to the **Covington Family Y** is an opportunity for us to maintain a healthy lifestyle on a tight budget. Spending time in the wellness center or group classes relieves stress for us, so we are better parents, and it keeps us out of the doctor's office. Partner With Youth is a great blessing."

Where else but the Y...can you join, play, donate, and volunteer with such impact?

