

Metro Atlanta YMCA  
**President's  
Letter**  
Fred L. Bradley

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Sharing news and events with friends of the Metropolitan Atlanta YMCA

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April 2008

**Joe Guerra elected to Metro board**

We are pleased to welcome **Joe Guerra** to our board of directors. Joe is the **founder, president and CEO of Sequoia Golf Holdings**, owner and operator of 33 private golf clubs in Atlanta, Texas and Colorado. In Atlanta Sequoia does business as **Canongate Golf**. Joe is a devoted community leader and civic servant. He served on the Summit Family YMCA board, is a trustee of the Heritage School, and is president of the Flint River Council of the Boy Scouts of America. He is an active member of the Southern Seven Chapter of the Young President's Organization. Joe lives in Newnan with his wife, Amy. They have four children.

**Falcons Fitness Zones to expand at local Ys**

At the Metro Atlanta YMCA, our emphasis is on building strong kids. Much of this work is accomplished through partnerships with organizations like the **Atlanta Falcons Youth Foundation (AFYF)**. The AFYF just announced plans to **invest \$1.5 million** to fund its Falcons Fitness Zones another three years and to expand the program into more neighborhoods.

Currently, there are 30 sites around metro Atlanta, including five connected with the **Centennial Place YMCA** and two with the **East Lake YMCA**. Falcons Fitness Zones provide almost 6,000 children with health and wellness programs each day. The AFYF works with signature nonprofit partners like the Metro Atlanta YMCA to reduce childhood obesity through youth fitness, sports programs and athletic field development.

**Wave II Comprehensive Campaign spotlight – Centennial Place YMCA**

In this President's Letter, we're highlighting a facility renovation project, part of **our \$84 million comprehensive campaign**.

**Community need:** When the **Centennial Place Family YMCA** opened in 1998, community residents desperately needed basic human services. Local residents transitioning from public assistance to self-sufficiency needed to learn how to navigate public transportation, become gainfully employed and much more. The YMCA assisted by offering workforce training programs and affordable, accessible child care.

Today the needs of the Centennial Place community have shifted to the challenges faced by children, youth and teens. They need programs that teach life skills, offer academic enrichment and encourage physical activity and healthy behaviors that will last a lifetime.

**YMCA response:** The **Centennial Place YMCA Youth Development Center**. The YMCA plans to renovate the facility to expand indoor programming for pre-school, after school and youth sports. There will be a better use of existing space: the plan provides the necessary venues to offer activities for pre-teens and teens. Enhancements include renovating pre-school classroom space; partitioning multi-purpose space for programs like gymnastics, dance, cheerleading, and aerobics; increasing the technology center and reading room; developing an older youth and teen center; installing lockers to meet child care licensing requirements; and adding a health and juice bar.

**Highlights at local YMCAs**

The **Ed Isakson/Alpharetta Family YMCA** is celebrating its 10-year anniversary May 2, 2008. **U.S. Senator Johnny Isakson** will be the keynote speaker at a special reception. This Y is named in memory of Senator Isakson's father, a longtime Metro Atlanta YMCA and North Fulton community supporter.



### **Branch highlights continued**

The **Decatur-DeKalb YMCA** was selected as one of three Ys in North America as a pilot study site to test a series of strategies to **engage and involve more adult members in Y philanthropic efforts**. Staff at the Decatur Y will work with Penelope Burk and Cygnus Applied Research and will play an integral role for the YMCA in determining best practice strategies and methods.

### **CEO search committee**

Consistent with a 2004 employment agreement, I will retire December 31, 2008, as president & CEO of the Metro Atlanta YMCA. I have thoroughly enjoyed my 15 years in Atlanta and 40 years total as a YMCA professional.

Led by **Ben F. Johnson III, Alston & Bird**, a CEO search committee has begun the process of selecting my replacement. Committee members are: **Joe Arnold, SunTrust Bank; Kelly Barrett, The Home Depot; Board Chairman David Homrich, AMB Group LLC; Donna Hyland, Children's Healthcare of Atlanta; Milton H. Jones Jr., Bank of America; Michael Mandl, Emory University; H. Jerome Russell Jr., Russell New Urban Development; David Stockert, Post Properties; and Charlie Yates Jr., Zurich.**

I am committed to remaining engaged as the CEO until the end of the year and working with the new CEO if selected by Dec. 31. I am pleased Debbie and I will remain in the area, at our new home on Lake Oconee.

### **Donate for the impact**

The **Partner With Youth annual campaign** reached 70 percent of its **\$3.8 million goal**, and we are confident we will exceed that goal at the end of April. Thanks to the outstanding leadership of **Melanie Platt, AGL Resources**, the Metro board goal of **\$750,000** was surpassed, with board member-volunteers still campaigning on behalf of the Y. YMCAs exceeding their goals to date include the **Academies of South DeKalb, Forsyth County Y, The Villages at Carver, Camp High Harbour, and Henry County**, with six others ready to reach their goals.

The bottom line: More people need YMCA programs and services than ever before. **Every dollar raised is additional financial assistance funding for Y programs** like summer camp, after school child care, youth sports, teen leadership programs, health and wellness activities, and more. Thank you for your contributions and commitment to this vital Y program, our annual campaign.

### **Mission moment**

I am reflecting still on the 45<sup>th</sup> annual Good Friday Breakfast. Dr. Fred Craddock, named one of the top 10 living preachers, was an extraordinary keynote speaker. He spoke about "The Groan of God." The groan, he said, is recognition of how God feels, sensitive to the difference of the way things could be and the way they are. God is torn between the two, and in between them is the groan.

Dr. Craddock said "the Metro Atlanta YMCA has heard the groan of God. The Y responds to the groan with energy to identify the areas of need and then mobilize the resources and volunteers to address those needs. As an organization, the YMCA is a healthy response to the groan of God because it is doing something. It is one person mentoring another person. It is one day at a time, one person at a time, and that's how it works....one by one by one by one."

Dr. Craddock articulated our mission perfectly – the Metro Atlanta YMCA is trying to close the gap between the way things could be and the way they are. By responding to the groan of God, the Y touches human life and makes a difference for each person.

I look forward to reporting to you in future letters..

