



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ED Munster President & CEO

Ed Munster is president and chief executive officer of the YMCA of Metro Atlanta. He is charged with moving the organization forward with the Y-2020 long-range strategic plan. Its four-part agenda includes ensuring children start kindergarten with a strong foundation, helping improve k-12 academic achievement, inspiring civic leadership, and empowering healthy living for all age groups.

Named CEO in 2009, Ed is a lifelong YMCA professional, serving 23 years as this YMCA's executive vice president and chief operating officer.

After beginning his career as a physical director at the New Orleans YMCA, Ed spent eight years in various positions at the San Francisco YMCA. Ed came to Atlanta in 1985 as vice president and executive director of the Downtown YMCA on Luckie Street. Opened in 1914, the building was outdated and inefficient. He was responsible for the sale of the land and building and relocated the downtown branch to a new site.

In 1986 he was promoted to executive vice president and chief operating officer. Ed developed and executed the Y-2001 and Y-2010 long-range strategic plans, resulting in significant growth of the association. Revenues from six branches were \$4.5 million in 1985; they are \$100 million today with 29 branches.

With Ed's vision and a goal of large-scale community health change, the YMCA of Metro Atlanta maintains a research and development program in health behavior change. Three evidence-based, wellness programs were developed: THE COACH APPROACH®, Youth Fit 4 Life™ and Start For Life™. They are implemented across the country and internationally and are documented in peer-review journals from the medical and behavioral sciences.

Under Ed's leadership, the Y has created vital collaborations with Children's Healthcare of Atlanta, Emory Healthcare, the Atlanta Speech School, and Winship Cancer Institute at Emory University. Other accomplishments include developing successful public/private partnerships, joining with the YMCA of Cobb County, setting design standards for YMCA buildings including LEED certification, and developing an investment model for decision-making to determine the best use of organizational resources based on mission and finances.

"The vital roles of volunteers, donors, community leaders, and staff enable our YMCA to deliver the quality, mission-driven programs our communities have come to expect," says Ed. "The Y's ability to create life-changing experiences cannot be underestimated. Updating our vision for the future will help us to explore ways in which we can continue to grow, prosper and meet changing, community needs."

Ed grew up in New Orleans and became a member of the YMCA at age 11. "Y staff kept me focused on school, helped me to set goals and pointed me in the right direction," he says. "While in the teen leader program, I chose the YMCA as a career." He is a graduate of Loyola University in New Orleans.

