

# Y-LINK



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FALL 2010

A MESSAGE FROM YMCA OF GREATER CLEVELAND  
PRESIDENT AND CHIEF EXECUTIVE OFFICER GLENN HALEY



## DEVELOPING YOUTH, PROMOTING HEALTHY LIVING, AND BEING SOCIALY RESPONSIBLE

### The YMCA of Greater Cleveland is Cause Driven

One of the most frequent comments that I hear in my role as President and Chief Executive Officer of the YMCA of Greater Cleveland is, "I didn't know the Y did that."

We are a cause-driven organization with the vision to be the premier community-based, charitable organization that embraces collaborations to build strong kids, strong families and strong communities.

As we finish the last quarter of 2010 and look forward to 2011, we are positioning ourselves organizationally speaking to be centered around three key areas of focus: Youth Development, Healthy Living, and Social Responsibility.

Our mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

The YMCA of Greater Cleveland responds to community needs as a charitable community service organization that includes men, women, and children of all ages, abilities, incomes, races and religions.

We are open to all and we serve all.

But it is those three key areas of focus that will help shape the future of our organization, and aid those whom we serve.

### Youth Development

We are focused on developing the potential of every child and teen.

We provide a wide range of activities to develop healthy and productive children including sports leagues, swim lessons, gymnastics, dance and martial arts. All our youth activities incorporate the YMCA core values of caring, respect, honesty and responsibility.

Seventy-three percent of those we serve are families and youth.

Youth development is the cornerstone of the YMCA of Greater Cleveland.

### Healthy Living

We are focused on the nation's health and well-being.

Almost 30,000 individuals participated in healthy lifestyle programs at our 11 Northeast Ohio branches.

We have a long tradition of providing programs and services that build a healthy spirit, mind and body for all. We continue this commitment by engaging and supporting all health seekers – individuals of all ages who wish to pursue a healthy lifestyle, but struggle to do so.

We offer a wide array of healthy living programs, including diabetes education, childhood obesity, and senior programming, all of which is community focused.

### THE NEED CONTINUES TO BE GREAT

## STRONG KIDS CAMPAIGN COMING TO A CLOSE FOR 2010

Although time is running out as the annual YMCA of Greater Cleveland Strong Kids Campaign rapidly comes to a close, the need for your support continues to be great.

The annual Strong Kids Campaign supports membership and program subsidies for everyone interested in participating, regardless of their ability to pay.

Currently, the campaign is at 76 percent of goal, having raised \$491,000. Fund-raising goal is \$647,000 to be achieved by December 31, 2010.

The YMCA of Greater Cleveland has already distributed 1,982 units of scholarship to families, children and individuals.

If you'd like to support the annual Strong Kids Campaign, contact Vice President of Financial Development Toni Kayumi at (216) 263-6844 via e-mail, at [tkayumi@clevelandymca.org](mailto:tkayumi@clevelandymca.org) or visit [www.clevelandymca.org/giving/donate.html](http://www.clevelandymca.org/giving/donate.html) to donate online.

Your support is critical and appreciated.

## YMCA OF GREATER CLEVELAND MISSION STATEMENT

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

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# DEVELOPING YOUTH, PROMOTING HEALTHY LIVING, AND BEING SOCIALLY RESPONSIBLE

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For example, our We Run This City Youth Marathon program, designed to encourage healthy habits and exercise in Cleveland's young people, involved 561 participants from 27 middle and high schools in the city's municipal school district.

Approximately 10 percent of the participants in our 2009 health and wellness programs were senior citizens. We currently serve 7,435 SilverSneaker members in a program exclusively for those who are age 65 plus.

More than 200 individuals received a free, comprehensive health risk appraisal through our Clevelanders in Motion branch.

Over the last year, we provided free health fairs and screenings, Healthy Kids Day, America on the Move Week, Y-Splash, (a free water safety education program specifically for young children), neighborhood walking clubs, and other exercise and nutrition activities, valued at more than \$1.66 million in benefit to the community.

## Social Responsibility

We are focused on giving back and providing support to our neighbors.

Our corporate philosophy is – and always has been – that no one is turned away because of the inability to pay. We are open to all and serve all.

Scholarships, subsidies and outreach provide critical access to low-income families.

We serve almost 28,000 people in diverse areas of Greater Cleveland and provided \$606,414 in financial assistance, along with an additional \$2,645,438 in program subsidies for children, youth and families, representing 15 percent of our total expenses.

Families of men and women on active duty with any branch of the United States military receive a free YMCA membership.

To help provide support and build collaborations within our community, the YMCA provided \$287,095 worth of facility use and meeting space at little to no charge for outside clubs, nonprofit organizations and community service organizations.

Just one example of our commitment to community service is the Y-Haven program which assists 133 homeless men age 18 and older to become self-sufficient and achieve permanent housing.

Through Y-Haven, these men received transitional housing, treatment for substance abuse and mental illness, educational training and vocational assistance.

Key partnerships have been created with numerous community organizations including local school districts, hospitals, recreation departments and other youth service organizations.

For example, the Euclid Collaborative program, housed at the Euclid Family YMCA, has served over 1,000 families and engages a variety of agencies, faith-based organizations and concerned residents to meet the needs and establish a partnership with service providers for Euclid residents.

The YMCA of Greater Cleveland also recognizes the need for targeted programs for locally vulnerable populations.

The need is great, but this is an example of our mission in action.

## FAMILY HEALTH AND WELLNESS FAIR A SUCCESS

More than 500 Lorain County residents turned out for the first Cleveland Clinic-YMCA of Greater Cleveland Family Health and Wellness Fair on Saturday, September 18 at the French Creek Family YMCA, 2010 Recreation Lane, Avon.

The free event, which was open to the public, featured a variety of complimentary health screenings including:

- Blood Pressure
- Bone Density
- Skin Checks/Dermatology
- Carotid and Aortic Artery
- BMI/Waist Circumference
- Car Seat Safety
- Cholesterol
- Glucose
- Hearing
- Grip Strength and Flexibility
- Ask the Pharmacist!
- Kids Handwashing Skills
- Kid Prints
- Run/Walk Assessment
- Smoking Cessation
- Stroke Risk Assessment
- Therapy Dogs
- Vision Screens
- An American Red Cross-sponsored Bloodmobile.

Three free health seminars on Pediatric Health and Wellness, Orthopaedic Treatment Updates and Cardiac Wellness were also offered.

There were also games and activities for children, healthy refreshments, raffles, and the chance for those attending to speak one-on-one with Cleveland Clinic specialists.

Members of the Avon Fire Department, and "Stomper," the Lake Erie Crushers, made special appearances.

The event was sponsored by the YMCA of Greater Cleveland and these Cleveland Clinic Family Health Centers and Hospitals: Westlake, Avon Lake, Lakewood, Lorain, Avon, Elyria, Lakewood Hospital and Fairview Hospital.

### YMCA OF GREATER CLEVELAND LEADERSHIP

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Photography

## ARCHITECT AND CONSTRUCTION MANAGER CHOSEN FOR NEW NORTH ROYALTON FAMILY YMCA CONSTRUCTION PROJECT

After an extensive interview and selection process, the YMCA has chosen Brandstetter Carroll as architect and Panzica Construction as construction manager for the renovation project to transform the Avalon Event Center into the brand new North Royalton Family YMCA.

The Avalon Event Center is located at 11409 State Road, North Royalton.

Thirteen architectural firms and nine construction companies responded to the YMCA of Greater Cleveland's request for qualifications. Five of each were called back for hour-long interviews, and the Y developed an elaborate scoring method that was used both before and after the interviews to rate the candidates.

Construction design plans and specifications were presented to the North Royalton City Council Committee-of-the-Whole meeting, on October 12.

Preliminary renderings call for an approximately 47,000 square foot facility, which will include a basketball court with seating, a six-lane pool, a playground, daycare area, locker room area, group exercise room, cycle/spin room, multipurpose room, administration offices and a hospital portion.

Parma Community General Hospital has been negotiating with YMCA officials to collaborate on the project, but that has not been finalized. YMCA of Greater Cleveland President and Chief Executive Officer Glenn Haley said the collaboration would entail 7,000 square feet of space that includes exam rooms, a physical therapy area and an in-ground therapy pool.

Residents' biggest concern throughout the process has been the public pool's size. Most have stated repeatedly that eight lanes would better suit the high school swim team and be conducive for

competitive meets that would attract large crowds to the city.

Six lanes are definite. The Y agreed to figure out cost specifics for the additional two lanes and include it as an alternate package during bidding.

"We'll do our best. But again, it all depends on the dollars raised," Haley said. "We also have to keep it in perspective to what we have to have and be able to pay for."

The city purchased the Avalon Event Center for \$2.1 million and will act as landlord of the facility, and the Y will assume the responsibility of renovating and operating the building. The city is also fronting \$7.4 million to renovate the structure. This amount will be bonded out and the Y will refund this largely through capital fundraising efforts and membership fees over the course of the loan.

## PEDAL POWER: THE GREATER CLEVELAND Y'S CENTRAL BIKE CLUB KEEPS INNER-CITY KIDS FIT AND ON THE MOVE



There's a brand new Greater Cleveland Y program aiding children in Cleveland's Central Neighborhood, which is an offshoot of the popular We Run This City Youth Marathon Program. It's called the Central Bike Club.

The club began August 1, and includes 25 kids ages 12-14 in grades 6-8.

Most hail from Marion Sterling Elementary School and the Central Recreation Center, according to WRTC Program Director Tara Taylor.

Participants in the program get a free refurbished bicycle, free bike helmet and free bike lock, courtesy of the Ohio City Bike Co-Op. Participants take part in bicycle safety classes and a bicycle rodeo, as well as weekly "ride-offs" in and around not only the Central neighborhood, but also the Metro Cleveland area.

Each "ride-off" begins at the Downtown YMCA, 2200 Prospect Avenue.

So far, students involved have ridden their bikes to Cleveland landmarks such as Browns Stadium and the Rock & Roll Hall of Fame and Museum, in addition to exploring their own Central neighborhood.

"It ties into the Y's efforts to fight childhood obesity," said Taylor of the summer program. "It is another chance for children to participate in physical activity."

Taylor said the program is unique. "It reaches children in their neighborhoods. It helps these children see that there is someone else in their world who cares about them. It gives them a positive influence in their lives...and that is so important for our youth today."

As an extension of WRTC, it is part of a continuing slate of programs for kids Taylor continues to develop.

The We Run This City Youth Marathon Program is a collaboration between the YMCA of Greater Cleveland, the Cleveland Department of Public Health, the Cleveland Metropolitan School District, the Rite Aid Cleveland Marathon.

The 14-week WRTC program strives to teach young people to set and achieve goals by preparing them to run in the Rite Aid Cleveland Marathon. But crossing the finish line is just the beginning - students leave the program with greater self-confidence and increased levels of fitness and endurance.

Ultimately, Taylor said she hopes to have a series of year-round programs for the inner city students.

Future plans call for learn-to-swim lessons for the students in late September, in preparation for an indoor triathlon at the Downtown Y on October 28, where the kids will swim in the Y pool, use the Y spinning bikes and then run a mile.

"It's important that the kids see a positive role model in their lives and experience the demonstration of the Y's four core values of caring, respect, honesty and responsibility," Taylor said.

Volunteer bike leaders in the program are **Brandon Croucher, Fred LeBow, Bryant Taylor, Zaid Malik and Chuck Harris.**