

Connecting members, contributors and friends.

## Help Wanted

The YMCA of Greater Cleveland is seeking volunteers for our 2009 Strong Kids Campaign. Help us make an impact at your local YMCA by raising awareness and funding for specialized initiatives that provide program and membership assistance for youth, families, and individuals in your area.

With the goal not to turn anyone away, the Strong Kids Campaign (SKC) needs the support of all of our members and friends. Join in the fun while making a positive impact in your own community.

For more information on how you can help support this critical campaign or to make your own meaningful gift that can be directed right to your branch, please contact: **Amy Kocian**, Fund Development Department at (216) 263-6854 or [akocian@clevelandymca.org](mailto:akocian@clevelandymca.org).



This scenes from the original play written, produced and performed by members of Y-Haven during the annual "Steps & Stages" benefit fundraiser at the Cleveland Public Theatre.

## Y-Haven Benefit Raises Funds for Transitional Housing Program

Y-Haven Transitional Housing for Homeless Men hosted the ninth Annual Steps & Stages Benefit on November 15, 2008 at Cleveland Public Theatre, on Cleveland's near west side.

Y-Haven is a social service branch of the Greater Cleveland YMCA, serving 133 homeless men and offering a wide range of services, including substance abuse treatment, counseling and case management services.

Y-Haven clients have an opportunity while they are in the Woodland Avenue

facility (they may stay for up to two years) to take advantage of a new Janitorial Training Program, or return to school (GED or college), get job training through referral to outside agencies, or assistance in finding work and assistance with locating permanent housing when they are ready the program.

The fund-raising event drew 250 guests, and included a silent auction, grazing dinner, and the performance of an original theatrical play, written and performed by Y-Haven residents.



Haley

## Message from President and Chief Executive Officer Glenn Haley

If I had to pick one word to describe 2008 at the YMCA of Greater Cleveland, I would say "challenging" best describes it. Ohio's economic woes, a staggering foreclosure rate, record high unemployment, and the financial melt-down all contributed to making the past year

one none of us will soon forget. For social service agencies, like ours, it has been a year of financial challenges, and of learning how to do more with less. One of our major commitments is to always be good stewards with the financial resources entrusted to us while at the same time meeting the needs of those children, families, and individuals who need us the most.

The good news is that the Cleveland YMCA ended 2008 with a balanced

budget, and provided more that \$300,000 in subsidies to kids, families, and individuals in need. We could have not accomplished this with out the support of the community, our more than 40,000members, and the hard work or our 600 plus employees, along with more than 300 volunteers. I am extremely proud of the dedication and loyalty of these individuals who contribute to our success and continued growth.

# Military Families Supported by YMCA of Greater Cleveland

As part of the new Armed Services YMCA (ASYMCA) and Department of Defense (DoD) Outreach Initiative, the YMCA of Greater Cleveland will provide military families with access to youth development, family strengthening, and health and well-being programs at community YMCA's nationwide.

Membership fees will be underwritten by the DoD and administered through Military OneSource, an information and referral service for military families. YMCA of the USA, the national resource office for America's 2,686 YMCAs, will help launch the initiative at participating YMCAs across the country.

"The YMCA of Greater Cleveland is happy to help meet the critical needs facing families of deployed military service members," said YMCA of Greater Cleveland President and Chief Executive Officer Glenn Haley. "Families are the most affected when a loved one gets deployed, so we are deeply committed to providing them with the support they need."

The ASYMCA-DoD Outreach Initiative responds to a provision in the National Defense Authorization Act of 2008, which requires the Secretary of Defense to develop a plan to support military family readiness and to ensure that military family readiness programs and activities are available to all deployed National Guard and Reserve families, and some active duty families in certain special categories.

Eligible military families participating in the initiative are eligible for YMCA memberships based on participation requirements. Those eligible to participate in the new initiative include:

- All interested families of joint deployed National Guard and Reserves of all military branches;
- Families living in newly established Joint Base Realignment and Closure (BRAC) bases;
- Active Duty Independent Duty station personnel and their families; and
- Relocated spouses and family members of deployed Active Duty personnel.

"The YMCA has a long history of supporting military service members and their families – since the Civil War – so it was natural for us to join this initiative," said Haley. "During this time of conflict, it is imperative that we continue providing services and support to these families in the absence of a deployed spouse."

More information about the ASYMCA-DoD Outreach Initiative can be found by visiting [www.asymca.org](http://www.asymca.org). For information about participating YMCAs, please visit [www.clevelandymca.org](http://www.clevelandymca.org).

The YMCA of Greater Cleveland mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all. Since its founding in the 19th century, the YMCA of Greater Cleveland has grown and evolved into an organization that provides a variety of quality programs and services to a culturally diverse population. ♦

## Local Foundations Support YMCA Child Care Initiatives

As an organizational priority, the YMCA of Greater Cleveland has placed significant emphasis this year on the continued enhancement of all early childhood and school age child care programs.

Recently, the YMCA child care programs have received critical funding from two foundations that will significantly contribute to the on-going development of our literacy and arts/humanities program components.

### The Althans Foundation

The Althans Foundation supports organizations in Cuyahoga County dedicated to equalizing opportunities to at-risk children. Funding from this organization will be used to expand upon our existing literacy program components through the following:

- Staff Development – The purchase of various teacher's curriculum manuals and guides to help staff create literacy rich environments and maximize learning opportunities in preschool settings and after school settings.
- Curriculum Resources – The purchase of *Creative Curriculum Preschool Literacy Kits* for all YMCA early childhood programs as well as *The Free Spirit Adding Assets Series for Kids: Student Books*. These books include true-to-life stories about children who are building the Developmental Assets for themselves

or a friend. Books will be added to original Kidzlit® Afterschool Literacy Library and incorporated into weekly literacy component of school age curriculum.

- Family Engagement – Each YMCA preschool child will be provided with a subscription (28 issues) of *Weekly Reader* to help promote family literacy activities. School age children will be provided with discussion prompts and handouts from *The Free Spirit Adding Assets Series for Kids* to take home to parents or other adults.

### Target®

This grant is part of ongoing efforts by Target to strengthen families and communities throughout the country. Since opening its doors, Target has given 5 percent of its income to organizations that support education, the arts, social services and volunteerism. Today that translates to more than \$3 million every week.

Funding from this grant will be used to expand upon our arts program component by providing weekly art education classes through Young Rembrants for preschool children enrolled at the Hillcrest YMCA child care program. YR is an Art Enrichment program focused on teaching the fundamentals of drawing through visual, auditory and tactile/kinesthetic modalities.

The YMCA of Greater Cleveland is proud to partner with the Althans Foundation and Target® in building strong kids, strong families and strong communities. ♦

# COSE Days Offer a Unique Partnership



## Greater Cleveland YMCA Chosen as Best Fitness Value by Northern Ohio Live Magazine

The editors of *Northern Ohio Live* magazine selected the YMCA of Greater Cleveland as being the best value for fitness in Northern Ohio in the October 2008 edition of the magazine.

The following is excerpted from the Oct. 28 issue:

### **Best Cheap Fitness: Greater Cleveland YMCA**

The days of gym membership as status symbol are waning. These days, bargains are more en vogue than big spenders, and getting a deal on your workout routine is no exception.

Luckily, Greater Cleveland YMCA branches offer a variety of benefits, from treadmills and aerobics classes to personal training and swimming.

Membership rates are reasonable and feature special rates for teens, seniors and families; plus, scholarships are available to those who need help with fees.

Visit our Branch and Membership sections to find out more. ♦



The YMCA of Greater Cleveland and COSE, The Council of Smaller Enterprises, have partnered to bring you COSE Y-Days. Through this unique partnership we offer COSE member employees and their families access to the outstanding facilities of the YMCA. The program continues to offer COSE member employees and their families covered by COSE Medical Mutual health insurance free access to 9 locations of the YMCA of Greater Cleveland on certain days each month. To kick off 2009, we will now extend additional free access to those with COSE health insurance and will be offering a new discount to COSE member employees with outside health insurance.

Starting January 2009, COSE is doubling the number of COSE Y-Days available every week to two free days per location. In addition to adding an extra day each week, COSE Weekend Y-Days are being added to the schedule. Participants have access to an array of fitness classes and general facilities, including the pool, strength training and cardiovascular equipment, and locker room facilities. For those with children too young to participate in activities, childcare is available. Participants need to show their COSE Medical Mutual insurance card or provide their COSE Member

Number and sign-in upon arrival for admittance.

Also new in 2009, all COSE member employees and their family can take advantage of a 50% discount on YMCA joiner fees and a 5% discount on monthly fees. This had previously been exclusive to members of the COSE Medical Mutual Health Insurance Program. During the YMCA annual membership drives in September and January COSE members have an extra 50% off incentive which is applied to the discounted rate, thus lowering the joiner fee to \$25.

Participating branches include: Downtown Cleveland, Euclid, Geauga, Hillcrest, Lakewood, Ridgewood, Southeast, West Park-Fairview and West Shore. For a current COSE Y-Days schedule, please visit [www.cose.org/wellness](http://www.cose.org/wellness).

The COSE Y-Days program is an integral part of the COSE Wellness Program, which aims to create healthier, happier, and more productive workplaces throughout the region. COSE is Northeast Ohio's largest small business support organization and provides cost-effective group purchasing programs, advocacy on legislative and regulatory issues, and networking and educational resources to help our region's small businesses grow. ♦

## Glenn Haley

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2008 was a challenge for our organization and 2009 is forecasted to be even moreso. The Greater Cleveland YMCA will continue to position itself to meet the challenges ahead. We are committed to raise more than \$600,000 to support kids, families, individuals who desire a YMCA experience and to underwrite programs keeping them affordable to all. We are committed to breaking ground for the new French Creek YMCA in Avon in partnership with the City of Avon and Mayor Jim Smith. We are committed to kicking off our Teen Court Program (a youth intervention program for teens) in the city of Cleveland in partnership with the Cleveland Police Department, the Cleveland Municipal School District – John Adams High School, and Cuyahoga County. We are

committed to ensuring all 10 YMCA of Greater Cleveland branch facilities continue to provide relevant programs and services that meet the needs of communities, our members, and program participants.

As we look with anticipation and enthusiasm toward 2009, we need your help and support more now than ever before. In the face of difficult economic times, each community resident, YMCA member, and program participant can make a difference. Through your participation, you allow us to continue to carry out its mission to build strong kids, strong families, and strong communities. That's something the YMCA of Greater Cleveland has done since 1854.

I wish you a successful 2009.



## YMCA of Greater Cleveland

YMCA of Greater Cleveland  
Association Office  
2200 Prospect Avenue, Suite 900  
Cleveland, OH 44115

(216) 344-0095  
www.clevelandymca.org

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### YMCA of Greater Cleveland Leadership

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**Bruce Noll**, Chief Financial Officer

**Rick Haase**, Editor and Director of Marketing  
Communications & Public Relations

**Kevin G. Reeves** and **George Shuba**, Photography

## New Roles in Executive Leadership



Linda Sadowsky

### New Executive Director is Longtime Euclid Resident

**L**inda Sadowsky, a Euclid resident for almost two decades, has been appointed the new Executive Director of the Euclid Family YMCA, 631 Babbitt Road, Euclid. Her appointment was announced by YMCA of Greater Cleveland President and Chief Executive Officer Glenn Haley. Sadowsky began

her responsibilities Monday, December 8, 2008.

An executive with 20 years experience in non-profit management, Sadowsky was most recently Development Director – Special Projects for the Cleveland Clinic.

She has an extensive background in fund-raising, including work as Development Director for Eastern Region Hospitals of the Cleveland Clinic, including Euclid Hospital, Hillcrest Hospital, Huron Hospital, Marymount Hospital and South Pointe Hospital.

Sadowsky also is no stranger to the YMCA of Greater Cleveland, having worked for the organization from 1982–2002. From 1998–2002, Sadowsky was the Executive Director of the Downtown YMCA, 2200 Prospect Avenue, E.

From 1997–2002, she served the YMCA of Greater Cleveland as Corporate Vice President, Financial Development.

From 1989–1992, Sadowsky was Executive Director of the YMCA Cleveland Corporate Challenge.

Sadowsky holds a Master of Urban Studies Degree from Cleveland State University, and earned her undergraduate degree from Adrian College in Adrian, Michigan. ♦

### Alderdice Brings Years of Y Expertise to Southeast Branch

**G**eorge F. Alderdice has been named the new Associate Executive Director of the Southeast Family YMCA, 460 Northfield Road, Bedford. Alderdice began his responsibilities Monday, December 8.

Alderdice began his career with the YMCA of Greater Cleveland as a lifeguard at the West Shore Family YMCA, 1575 Columbia Road, Westlake, in September, 2001.

In March 2003, he became Aquatic Director at the same YMCA of Greater Cleveland branch. In 2007, Alderdice moved to the Lakewood Family YMCA, 16915 Detroit Avenue, to oversee the Aquatic Department.

He has a strong background in programming, and believes that is the backbone of the success of a neighborhood YMCA branch.

A graduate of Kent State University with a degree in Communications, Alderdice is a certified Lifeguard Instructor, and also holds numerous national aquatic certifications.

He also serves as the Program Development Team Leader in Aquatics for the YMCA of Greater Cleveland. ♦



George F. Alderdice