



YMCA
of Greater Cleveland

YMCA of Greater Cleveland
Metropolitan Office
2200 Prospect Avenue, Suite 900
Cleveland, OH 44115
216-344-0095
www.clevelandymca.org

**What's Ahead
For Fall:**

Activities and programs
to create strong kids,
strong families and
strong communities.

Nonprofit
Organization
U.S. Postage
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CLEVELAND OHIO
Permit No. 3152

Fall 2006

The YMCA of Greater Cleveland

Inside:

- YMCA Family Challenge
- Spending quality time with your children
- Clevelanders in Motion



Connecting members, contributors & friends.

YMCA Back-to-School Rally

Signaling the start of another new school year, the YMCA of Greater Cleveland hosted its Back-to-School Rally on Saturday, August 26, at its downtown facility.

The event incorporated parents, teachers, city officials, local businesses, libraries, schools and community centers to galvanize support for students to continue their education and promote a positive school image.

Youth of all ages were encouraged to attend and received valuable information, guidance and free school supplies. The Back-to-School Rally was free of charge and also included food, family-friendly activities, student



The Back to School Rally helped prepare students for the new school year and included free school supplies, food, entertainment and information on local schools.



(Continued from Page 7)

For locations, contact phone numbers or additional information, please call **216-566-YMCA** or visit www.clevelandymca.org.

Saturday, October 28

Cycling Race Day
Come take part in a themed 90-minute group cycling race
Downtown YMCA
7:45-9:15 p.m.
\$15.00

Halloween at the Y
Come join us for trick-or-treating and an end of the program session celebration
Ridgewood YMCA

Tuesday, October 31

Happy Halloween
Tricks for the adults and treats for the kids. Participate in the member costume contest
Downtown YMCA

November

Every Tuesday

L.I.F.E. (Living in Female Empowerment)
A program designed to help girls become beautiful, strong and respectful leaders of tomorrow
Downtown YMCA
4:30-6:15 p.m., ages 10-13
6:30-8:30 p.m., ages 14-17

Contact: Candace Wallace at 216.263.6868

Every Wednesday

Teen Achievers club meeting and career clusters
Downtown YMCA
6:30-8:30 p.m.

Monday, November 6

Red Cross Blood Drive
Give the gift of life by donating blood
West Park-Fairview YMCA
3-8 p.m.

Friday, November 10

Achievers Annual Clothes Drive Kick-Off
Downtown YMCA

Saturday, November 11

Race Day
Come take part in a themed 90-minute group cycling race
Refreshments will be provided.
West Shore YMCA
11 a.m.-12:30 p.m.
Cost is \$10 per bike to benefit the Strong Kids Campaign

Wednesday, November 15

Blood Pressure Screening
Free blood pressure screening presented by Fairview Hospital

Senior Circle
West Shore YMCA
1:30-3:30 p.m.

Friday, November 17

Kids' Movie Night
Bring your kids to the Y for a movie and fun activities
Lakewood YMCA
6:30-8:30 p.m.

Family Movie Night
Join us for a family-themed movie and fun activities
West Shore YMCA
6 p.m.

Achievers Food Drive delivery
Downtown YMCA

Friday, November 24
Member Appreciation Day
Come work off the holiday feast with activities and games
Contact branch for details.
All Branches
All Day

Saturday, November 25

Cycling Race Day
Come take part in a themed 90-minute group cycling race
Downtown YMCA
7:45-9:15 p.m.
\$15.00



entertainment and information on Greater Cleveland school districts' enrollment, schools and programs.

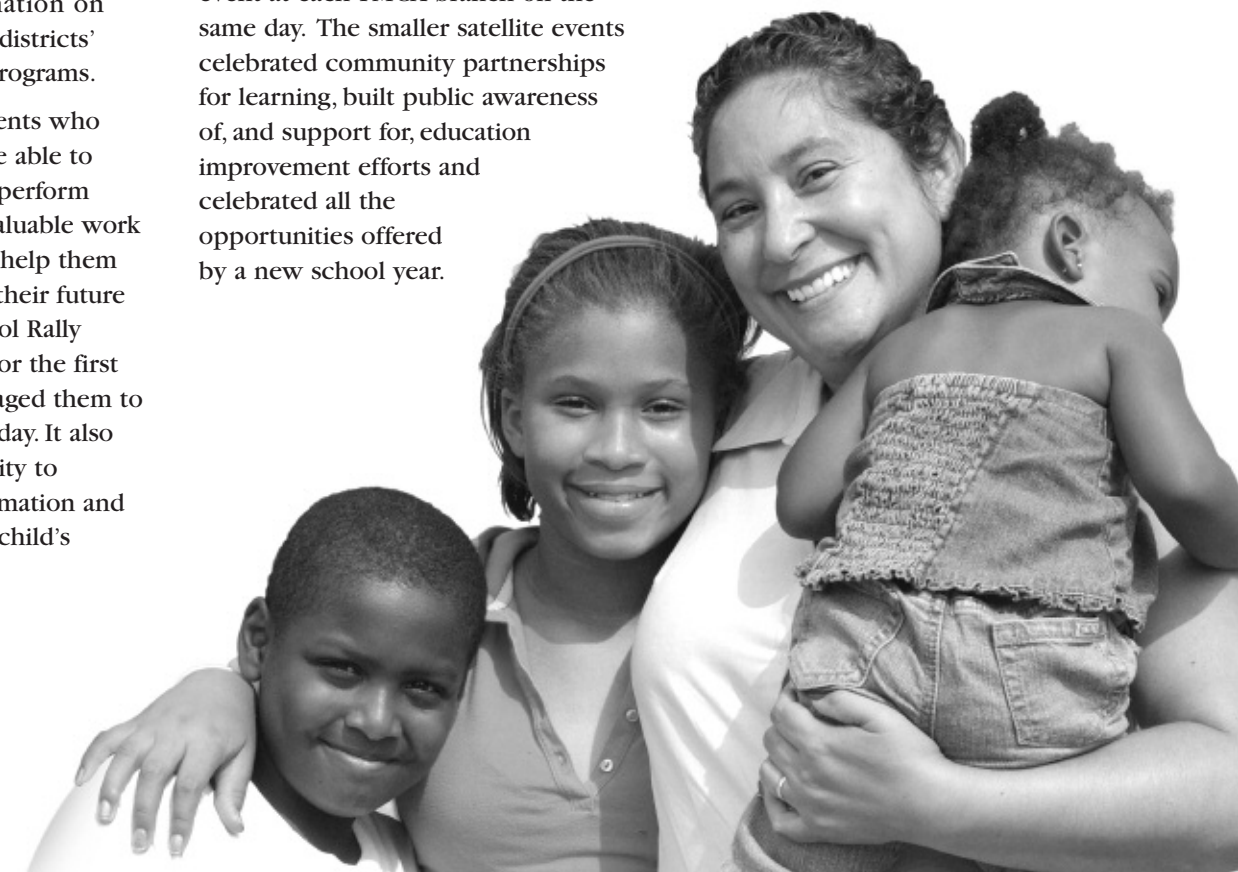
Research shows that students who attend school regularly are able to keep up with class work, perform better on tests and gain valuable work and study habits that will help them succeed in school and in their future careers. The Back-to-School Rally helped prepare students for the first day of school and encouraged them to attend class every school day. It also gave parents an opportunity to discover a wealth of information and resources regarding their child's overall academic success.

An essential component to the YMCA Ready to Learn Celebration, the Rally served as the main stage to launch the Celebration and increase public awareness about the start of the school year.

The Ready to Learn Celebration also featured a satellite Back-to-School

event at each YMCA branch on the same day. The smaller satellite events celebrated community partnerships for learning, built public awareness of, and support for, education improvement efforts and celebrated all the opportunities offered by a new school year.

As a result of the generous donations from corporate sponsors, members and staff, over 1,000 bags of school supplies were distributed at the rally. Special thanks to National City Bank, Sisters of the Humility of Mary, AMPCO Parking System, Staples, Banana Republic, the Cleveland Fire Department Local 93 and PepsiCo for their support.



MESSAGE

from the CEO

Volunteer development continues to be at the forefront of the 2006 agenda as we move into the final phase of the Greater Cleveland YMCA's three-year Financial Stability Plan. That said, it is with great enthusiasm that I welcome the newest members to the organization's Board of Directors: Alan Buffington, KeyCorp; Brian Kenyon, Rock and Roll Hall of Fame and Museum; Janette Petro, Fifth Third Bank; Curtis Samford, Alcoa, Inc.; Reginald Stover, PepsiAmericas, East Office Group; and G. Bretnell Williams, retired, Washington Group International, Inc.

Volunteers have never held a more important role in shaping the future of the YMCA. Over the past several months, we have made significant progress in moving this Association into the new millennium, opening the door to a wealth of future opportunities.

There has been much excitement about the opening of the Y Express in the Parmatown Mall. We are proud to be among the first associations to pioneer this innovative concept in health and wellness. The Express would not be possible without the teamwork of the Ridgewood staff and volunteers, as well as the successful collaboration with the Parmatown Mall and RMS, who have given us the financial support to make this facility possible.

Organizationally, we are looking to expand our market opportunities and enhance our presence in new communities. As such, the YMCA of Greater Cleveland applied for and received the charter from the YUSA for an expansion of our services into Lorain County. After a well-received town meeting in Amherst Township, co-sponsored with First Federal Savings of Lorain and the Vermillion YMCA, discussions are well underway to establish a footprint in Lorain County by way of a program center. A dedicated group of staff and volunteers are also actively engaged and seeking partnerships for the expansion of services and programs in Avon, Avon Lake, Sheffield Lake and North Ridgeville.

With our eyes on the future, we cannot help but be excited by the support we have received from volunteers and the communities we serve!

Glenn Haley,
Chief Executive Officer of the YMCA of Greater Cleveland



Get Fit Cleveland

Teen Initiative By Sarah Kaiser



This year, the YMCA of Greater Cleveland collaborated with the Department of Public Health to organize the Teen Initiative program. Part of Get Fit Cleveland, the program allows overweight teens, ages 13 to 17, the opportunity to attend a 12-week course that promotes healthy eating habits and physical fitness.

Funded by a grant from the Healthy Ohioans Association, the program is available at four YMCA branches: Euclid, Ridgewood, West Shore and Geauga.

The Teen Initiative is divided into three phases comprised of lecture and exercise activities. The lecture portion includes workshops, with curriculum written by a registered dietician, and instruction in menu choices and cooking techniques. The exercise portion focuses on the three essential parts of fitness: cardiovascular training, strength training and flexibility.

The first and last phases of the program focus primarily on assessment and follow-up. Most of the instruction and activity, including 45-minute cycling classes, is conducted during the second phase.



Since the program's launch, more than 50 teens have participated across the four branches. Participants with an attendance record of 80 percent and higher receive a free t-shirt, water bottle and a year-long youth membership to the YMCA. This rewards the teens for their effort and keeps them on pace to continue toward their fitness and weight loss goals.



From January to May of every year, the YMCA of Greater Cleveland holds its annual pledge drive to provide scholarship and program support to kids and their families who would not otherwise be able to participate in YMCA activities. The Strong Kids Campaign helps the YMCA deliver on its mission-based tradition of never turning away anyone due to their inability to pay.



Pictured here are Wendy Hartman, Marilyn Gering, Susan Favorite and Marlene Franklin from the West Park Golf Outing held on Friday, July 14 at Big Met Golf Course in Cleveland. Proceeds benefited the Strong Kids Campaign.

With leadership from the Board of Directors and the help of many dedicated volunteers, the YMCA of Greater Cleveland consistently raises more than \$400,000 during the six-week fund raiser. The Campaign recently surpassed its goal of \$410,500 with a \$30,000 gift from the Eaton Corporation for the YMCA Black/Hispanic Achievers program.

2006 Strong Kids Campaign

In recent years, donations have supported the growth of programs aimed at youth and teens in the City of Cleveland. Thanks to our many donors, the YMCA has been able to offer programs at no cost to the participants and provide scholarships at all 10 branches for kids and families in each community who cannot afford the membership rate.

To honor the campaign's generous donors and volunteers, the 2006 Strong Kids Campaign celebration was held on May 4 and included a dinner prepared by staff and donors from the Association's 10 branches. The event was well-attended by staff, volunteers and their families. Michael Fruchey, board member and 2006 Strong Kids Campaign chairperson, thanked all participants for their hard work.

The program for the evening included entertainment by the Black/Hispanic Achievers drill team and a variety of speakers. Among the highlights of the evening were speeches by two Ridgewood YMCA swimmers who talked about the college scholarships they received as a result of their experience with the Ridgewood team. Donors, volunteers and staff were thrilled to see the impact of their efforts to support similar programs in local communities.

Even though the 2006 Strong Kids Campaign has officially ended, there is always a need for support.

Donations can be sent to your local branch or visit www.clevelandymca.org and click on "donate" at the top of the page, or call the Fund Development Office at 216-263-6858.

Thank you so much for your support!



YMCA Family Challenge

The YMCA of Greater Cleveland is introducing an exciting new event this year for families. Kicking-off on September 1, the new YMCA Family Challenge program runs through November 24 and focuses on the value of quality time spent with family. The program serves as a tool to further the YMCA mission and help strengthen families in the Greater Cleveland community.



The YMCA Family Challenge is designed to:

- Encourage family participation with fun, healthy activities
- Help family members recognize individual strengths and skills
- Foster character development, communication, self-worth and learning
- Strengthen family connections to help cope with difficult times and life changes
- Strengthen communities by connecting families to each other and other YMCA families

Families can earn points by participating, both as individuals and in groups, in a vast array of YMCA programs and activities. Prizes are awarded for completion of each particular section and after completing all three sections, families are entered in a drawing for a one-year family membership.

Registration is available at each branch and enrollment is included in the family membership at no additional fee.

Log on to www.clevelandymca.org to check out our complete offering of group exercise classes.

As a Working Parent, How Can I Spend More Quality Time With My Child?

By Debbie Payner, YMCA Adventure Guides Coordinator

To encourage and help parents spend more quality time with their children, the YMCA of Greater Cleveland offers the Adventure Guides Program, formally known as the Indian Guides.

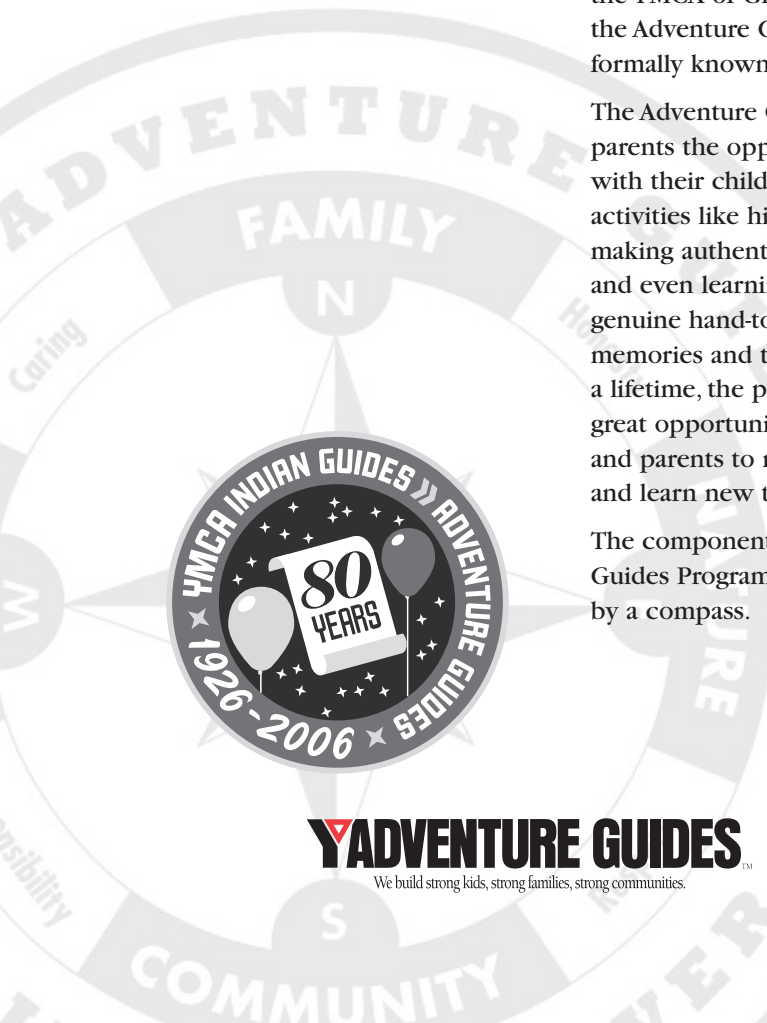
The Adventure Guides Program gives parents the opportunity to share time with their children through fun-filled activities like hiking, tobogganing, making authentic bee's wax candles and even learning how to make a genuine hand-tossed pizza. Creating memories and traditions that will last a lifetime, the program provides a great opportunity for both children and parents to meet new people and learn new things.

The components of the Adventure Guides Program are illustrated by a compass.

True north is identified with family since it is the core component to both the YMCA and the Adventure Guides Program. Family is followed by nature due east, community due south and fun due west. The remaining four sections of the compass are made up of the YMCA's core values: caring, honesty, respect and responsibility.

The Adventure Guides Program has had a fun-filled year and looks forward to continuing the adventure with families, new and old.

For further information or to enroll, contact your local YMCA branch.



Y-Haven Fundraiser – Saturday, November 18, 2006



The men of Y-Haven participate in classroom workshops and "direct your life" improvisational exercises.

Each year the men of Y-Haven work with artists from the Cleveland Public Theatre to create and act in a play that tells others a story that closely relates to their own life experiences. Their experiences provide the themes and content for the theatre's writing team of Denis Griesmer and Deborah Burke. This is the seventh year of the Y-Haven fundraiser which features a silent auction, dinner and the theater production.

Y-Haven is the YMCA of Greater Cleveland's transitional housing program for homeless men recovering from addiction. In addition to providing counseling, case management, housing placements and job training, the Y-Haven program helps these men develop all aspects of themselves including their creative spirit. For more information or to order tickets, please contact Terry Luria at 216.431.2018.



Clevelanders in Motion

By Barb Clint, Program Director, Clevelanders in Motion

Designed to help Clevelanders integrate healthy lifestyle choices into their daily activities, the YMCA of Greater Cleveland is pleased to announce the addition of the Clevelanders in Motion initiative.

Initially launched in 2003 by ParkWorks, a local parks advocacy organization, Clevelanders in Motion aims to inspire residents to move more, eat better and have fun along the way! Working in close partnership with the city's Department of Public Health and a host of other community partners, Clevelanders in Motion was created to address the health risks associated with the area's high rates of overweight and obesity.

All programs developed to date are based on the recommendations of a broad-based community think tank comprised of 120 participants from Cleveland's medical, academic, public health, and park and recreation realms.



The "Water is Cool" campaign extols the benefits of drinking water. Promotional materials will be inserted into Cleveland's water bills and billboard and bus interior advertisements will appear around the city.

Based on these recommendations, Clevelanders in Motion has developed such marketing materials as Healthy Recipe postcards in partnership with OSU Extension Service and Dave's Supermarkets, a downtown walking map with the support of Medical Mutual of Ohio, and neighborhood walking maps in partnership with the Steps to a Healthier Cleveland program and eight other neighborhood community development organizations.

Additionally, Clevelanders in Motion created a Cleveland Division of Water-supported Water is Cool educational campaign to promote the importance of adequate water consumption. A Free Exercise Equipment campaign was also developed, in partnership

Think tank participants identified the barriers to physical activity and healthy eating in Cleveland and recommended four ambitious goals:

- 1. Make healthy eating the norm for Cleveland**
- 2. Make physical activity the norm for Cleveland**
- 3. Promote, advocate and implement public/private policy and funding for pedestrian-, bicycle- and transit-friendly neighborhoods**
- 4. Creatively and effectively get the message out**

with the Steps to a Healthier Cleveland program, to promote stair walking. Clevelanders in Motion participates in about three dozen community health and fitness events throughout the year sponsored by its many partners.

Generous program supporters to date have included the Fairview/Lutheran Foundation, Mt. Sinai Community Health Care Foundation, Cleveland Foundation, St. Luke's Foundation, Cleveland Department of Public Health's Steps to a Healthier Cleveland program, Cleveland Division of Water, Alcoa Foundation and the Gries Family Foundation. Additional in-kind supporters include Dave's Supermarkets, the Greater Cleveland Regional Transit Authority, Clear Channel Outdoor, Medical Mutual of Ohio and Omni Media.

For more information, contact Barb Clint at bclint@clevelandymca.org.



Take these steps to a healthier Cleveland.

Free exercise stairwell stickers are intended to encourage people to take the stairs at the office and in public buildings as the healthy alternative to waiting for the elevator.



Member Profile:

Aliyah Bates

Aliyah Bates, a member of YMCA's Euclid branch Teen Initiative program, is an inspiring example of what can be accomplished by applying the principles of dedication and determination. As a result of her hard work, Aliyah is now living a healthier lifestyle.

Aliyah wasn't always a believer however. In fact, after the first few classes, she was left wondering if she was in over her head. But she stuck with the program and soon began to set weight loss goals. Since then, she has worked tirelessly and has begun to see the results.

Aliyah ranks in the top three of her Teen Initiative class and now has her sights set on higher goals.



Aliyah Bates is achieving her goals and reaping the benefits of living a healthy lifestyle.

In the fall, she will enter the ninth grade and compete on her school volleyball team.

A few months ago, participating in high school athletics would have proven to be an insurmountable obstacle for Aliyah. Using what she has learned in the Teen Initiative program, she now has the ability, motivation and self-confidence to do anything she sets her mind to achieve.



Corporate Profile:

Parmatown Mall

The YMCA is proud to partner with many local organizations in its mission. These organizations have joined the corporate wellness program as part of their commitment to help their employees achieve total health of the spirit, mind and body. Organizations that belong to the YMCA's corporate membership program see measurable results in terms of reduced absenteeism, increased job productivity and satisfaction, reduced health care costs and improved employee morale.

Parmatown Mall, located in Parma at the corner of Ridge and Ridgewood Drive, is one of the YMCA's newest corporate members. Anchored by JCPenney, Kaufman's, Wal-Mart and Dick's Sporting Goods, Parmatown features the new Y Express facility, 150 specialty stores, 16 restaurants, carousel, children's play area and wireless Internet access.

Parmatown holds events for children, families and seniors throughout the year. Events include a Kids Club with



Radio Disney, which meets on the fourth Wednesday of each month; special kids holiday parties for Easter, Halloween and Christmas; Family Fairs; seminars; Senior walking program and much more.

Visit Parmatown's Web site at www.parmatown.com for a complete listing of events and stores.

The YMCA of Greater Cleveland is proud to announce recent staff promotions and the addition of new members to our team.



Tammy Schroth, Area Child Care Director, Lakewood



Courtney Nicolai, System of Care Supervisor, Euclid Collaborative



Erin Benson, Membership Director, Southeast



James Hailey, Program Director, Southeast



Leslie Ostrander, Aquatics Director, Hillcrest



Lindsay Vaughan, Program Director, Lakewood



Rick Sullivan, Accountant, Association Office



Steve Crone, Executive Director, Ridgewood



Sue Smith, Executive Director, Southeast

Who, What, Where, When, Y

September

Every Tuesday

L.I.F.E. (Living in Female Empowerment)

A program designed to help girls become beautiful, strong and respectful leaders of tomorrow

Downtown YMCA
4:30-6:15 p.m., ages 10-13
6:30-8:30 p.m., ages 14-17
Contact: Candace Wallace at 216.263.6868

Every Wednesday

Teen Achievers club meeting and career clusters
Downtown YMCA
6:30-8:30 p.m.

Friday, September 8 – Saturday, September 9

Lyndhurst Home Days
Come out an enjoy fun and games and stop by the Hillcrest YMCA booth
Lyndhurst Park
All Day

Saturday, September 9

Race Day
Come take part in a themed 90-minute group cycling race. Refreshments will be provided
West Shore YMCA
11 a.m.-12:30 p.m.
Cost is \$10 per bike to benefit the Strong Kids Campaign

Monday, September 11

Lifeguard Class
Earn a YMCA Lifeguard Certification upon completion of this six-week class.
Contact branch for days and times.
West Park-Fairview YMCA

Friday, September 15

Kids' Movie Night
Bring your kids to the Y for a movie and fun activities
Lakewood YMCA
6:30-8:30 p.m.

Saturday, September 16

Ohio State vs. Cincinnati Football Game
Tailgate games and 25-cent hotdogs at half time. Show your Ohio spirit.
Downtown YMCA
12 p.m.

Monday, September 18

Active Older Adults Day
Sample classes, informational booths and health screenings, including blood pressure, cholesterol, glucose, video otoscopy, hand grip strength and more
Hillcrest YMCA
10 a.m.-1 p.m.

Wednesday, September 20

Blood Pressure Screening
Free blood pressure screening presented by Fairview Hospital Senior Circle
West Shore YMCA
1:30-3:30 p.m.
Black/Hispanic Achievers new member orientation
Downtown YMCA
6-8 p.m.

Friday, September 22

Hispanic Achievers Teen Dance
Downtown YMCA
7-11 p.m.

Tuesday, September 26

Group Exercise Blow-Out
Downtown YMCA
5-8 p.m.

Friday, September 29

Parents' Night Out
Parents can enjoy a night out after dropping their children off at the Y. Kids can enjoy pizza, a movie and other activities. Ages three and up.
West Shore YMCA
5-9 p.m.

Saturday, September 30

Cycling Race Day
Come take part in a themed 90-minute group cycling race.
Downtown YMCA
7:45-9:15 p.m.
\$15.00

October

Every Tuesday

L.I.F.E. (Living in Female Empowerment)
A program designed to help girls become beautiful, strong and respectful leaders of tomorrow
Downtown YMCA
4:30-6:15 p.m., ages 10-13
6:30-8:30 p.m., ages 14-17
Contact: Candace Wallace at 216.263.6868

Every Wednesday

Teen Achievers club meeting and career clusters
Downtown YMCA
6:30-8:30 p.m.

Every Friday

Hot October Teen Nights
Dates vary by branch, check local branch for details

Friday, October 6

Achievers Annual Food Drive begins

Tuesday, October 10

Blood Pressure Screening
Free blood pressure screening presented by Fairview Hospital Wellness Center
West Park-Fairview YMCA
8 a.m.-12 p.m.

Saturday, October 14

Race Day
Come take part in a themed 90-minute group cycling race.
Refreshments will be provided.
West Shore YMCA
11 a.m.-12:30 p.m.
Cost is \$10 per bike to benefit the Strong Kids Campaign

Monday, October 16

Fall II Program Member Registration
Members can sign up all week for the second fall program session
All Branches
All Day

Wednesday, October 18

Blood Pressure Screening
Free blood pressure screening presented by Fairview Hospital Senior Circle
West Shore YMCA
1:30-3:30 p.m.

Black Achievers Life Skills Seminar
Downtown YMCA
6:30-8:30 p.m.

Friday, October 20

Kids' Movie Night
Bring your kids to the Y for a movie and fun activities
Lakewood YMCA
6:30-8:30 p.m.

Monday, October 23

Fall II Program Non-Member Registration
Non-members can sign up all week for the second fall program session
All Branches
All Day

Friday, October 27

Halloween at the Y
Safe family fun. Trick or treat through the halls of the branch, get spooked in the haunted house and participate in Halloween-themed games.
Geauga YMCA
6-8 p.m.

Halloween at the Y

Come join us for trick-or-treating and an end of the program session celebration
West Shore YMCA