



YMCA
of Greater Cleveland

YMCA of Greater Cleveland
Metropolitan Office
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www.clevelandymca.org

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Winter 2006

The YMCA of Greater Cleveland

Inside:

- 2007 Strong Kids Campaign
- YMCA Receives National Grant
- Get Fit Cleveland Challenge

Y Link

Connecting members, contributors & friends.

**What's Ahead
For Winter:**

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



**Holiday
Fun Days**

Drop the kids off when
school is out for a day of fun at the Y.
Check your local branch for details.
Pre-registration is required.



(Continued from Page 7)

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

February cont.

Race Day

Take part in a themed 90-minute group
cycling race
West Shore YMCA
11 a.m.-12:30 p.m.
\$10 per bike

Wednesday, February 14

Member Appreciation Day
We love our members. Join us for a day
of activities and programs.
All branches
All day

Friday, February 16

Parents Night Out
Enjoy a night to yourselves while the
children, ages 2-12, enjoy swimming,
movie, crafts and gym time. We will
provide dinner and snack.
Geauga YMCA
5-9:30 p.m.
\$10 for members,
\$20 for program members

Parents Night Out

Have a fun night out while we entertain
your children ages 4-14
Southeast YMCA
6-10 p.m.

End of Session Celebration "Fun in the Water"

All program participants invited
West Shore YMCA
5-9 p.m.

Monday, February 19

Spring Program Session Begins

Tuesday, February 20

Blood Pressure Screening by Fairview
Hospital Senior Circle
West Shore YMCA
9:30 a.m.-12:30 p.m.

Friday, February 23

Kids Night
Kids, ages 3-10, can enjoy a themed
night including dinner, a movie, craft
time and a game
Lakewood YMCA
6:30-8:30 p.m.

March

Wednesday, March 7

Blood Pressure Screening by St. John West
Shore Hospital
West Shore YMCA
9-11 a.m.

Saturday, March 10

Teen Night
Teens in grades 7-12 can enjoy a safe and
fun evening

Euclid YMCA

7-10 p.m.
\$4 for non-members, free for members

Race Day

Take part in a themed 90-minute group
cycling race
West Shore YMCA
11 a.m.-12:30 p.m.
\$10 per bike

Friday, March 16

Parents Night Out
Enjoy a night to yourselves while the
children, ages 2-12, enjoy swimming,
movie, crafts and gym time. We will
provide dinner and snack.
Geauga YMCA
5-9:30 p.m.
\$10 for members,
\$20 for program members

Tuesday, March 20

Blood Pressure Screening provided by
Fairview Hospital Senior Circle
West Shore YMCA
9:30 a.m.-12:30 p.m.

Friday, March 30

Kids Night
Kids, ages 3-10, can enjoy a themed
night including dinner, a movie, craft
time and a game
Lakewood YMCA
6:30-8:30 p.m.

“This is an
exciting
time for
the YMCA
of Greater
Cleveland”



**New Lakewood
YMCA Now Open**

By Carrie Weiland, Lakewood YMCA Membership Director



The YMCA of Greater Cleveland's
\$10.5 million Lakewood family YMCA
opened to spirit members on Friday,
December 1 and charter members on
Monday, December 11.

A unique collaboration among the
YMCA, Lakewood Hospital and the city
of Lakewood, the new YMCA will
house Lakewood Hospital's 2,000
square-foot rehabilitation center and
serve as the city's center of recreation.
The state-of-the-art facility will feature
the following:

- Aquatic Center with a zero-entry pool, whirlpool and sauna
- Gymnasium with scheduled programming and open gym times for seasonal indoor activities
- Multi-purpose rooms open to the community for special events as well as YMCA programming and meetings
- Group Exercise Studio offering aerobic classes, dance classes and martial arts
- Fitness Center featuring the latest in cardiovascular and strength training equipment
- Programming designed for individuals of all ages and abilities, from youth soccer to adult basketball and swimming lessons

The building follows the Geauga
YMCA's lead as an innovative "green"
building. The design incorporates the
Green Building Council's Leadership
in Energy and Environment Program.
The facility meets all accessibility
requirements for those with disabilities.

This is an exciting time for the YMCA
of Greater Cleveland as the Lakewood
branch celebrates the opening of its
new facility. Join in on the excitement
and become a member today! For
more information, call 216.521.8400.



MESSAGE

from the CEO

At an Oct. 12 meeting, the Board of Directors approved the *Vision 2012 – A Bridge to Tomorrow Strategic Plan*, which signaled the culmination of 14 months of hard work by more than 100 volunteers and staff. The plan sets the stage for the transformation of the YMCA of Greater Cleveland for its role in the continued re-emergence of the Greater Cleveland community.

Over the next five years, the YMCA of Greater Cleveland will take on the challenge of addressing some of the critical issues confronting the city of Cleveland and the region.

These issues include:

- Childhood Obesity
- Education
- Youth values
- Lack of teen programming
- Diversity and inclusion
- Health and wellness
- The need for collaboration

Our volunteers and staff recognize that if we are to meet these challenges, we must align our program and service priorities to focus on youth, teens, families, community outreach and health and wellness. We also recognize that we must develop the necessary resources if we are to be successful. Over the next five years, we will have a strategic focus on leadership development and training, fiscal management, growth of contributed income, facility development and improvement and expanded community outreach.

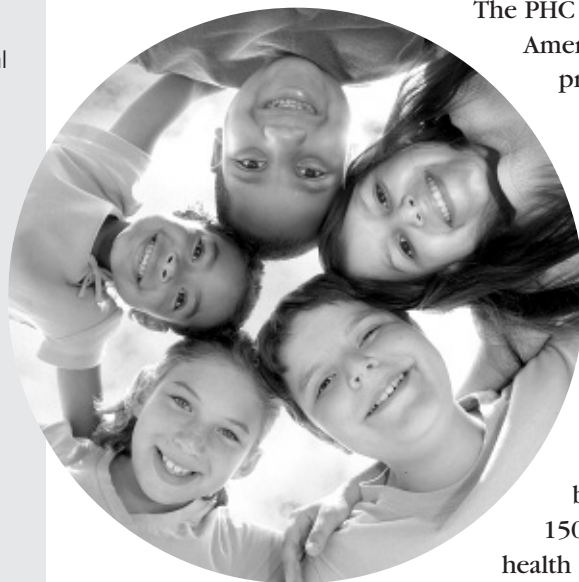
Collectively, these efforts to align program and service priorities, along with resource development, will ensure that the YMCA of Greater Cleveland is successful in addressing the many issues confronting our community.

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



YMCA of Greater Cleveland Selected for National Y Grant

The YMCA of Greater Cleveland was recently awarded a \$10,000 grant from the YMCA of the USA. The funds will be used to send a ten-person Cleveland team to the Third Annual YMCA Activate America: Pioneering Healthier Communities™ (PHC) Conference in Washington, D.C. on Dec. 6-8. One of only 13 YMCAs selected this year, the YMCA of Greater Cleveland joins the ranks of 35 YMCAs nationwide who had been selected in 2004 and 2005.



The PHC project is a part of YMCA Activate America™, a national mobilization effort to promote healthy living in America. The project was developed with expert advice and assistance from the U.S. Department of Health and Human Services, the Centers for Disease Control and Prevention and the Robert Wood Johnson Foundation. Their input is helping to build an infrastructure for replicating model programs and approaches to develop healthy communities nationwide. YMCA Activate America builds upon the organization's proud 150-year heritage of pioneering timely health and wellness programs that respond to societal needs.

The conference will bring together representatives from all 48 PHC participants. National experts will provide updates on best practices from around the country and focus on creating a culture and community-wide movement that will ultimately support healthier lifestyles at a local level.

Confirmed members of the YMCA of Greater Cleveland's conference contingent include:

- Glenn Haley, President & CEO, YMCA of Greater Cleveland
- Barbara Clint, Program Manager, Clevelanders in Motion
- Jennifer Scofield, Director, Steps to a Healthier Cleveland
- Kenneth Sparks, Ph.D., Director, Human Performance Lab Department of Health, Physical Education, Recreation & Dance at Cleveland State University
- Michael O'Donnell, Ph.D., Director, Health & Wellness, The Cleveland Clinic
- Sue Flocke, Ph.D., Assistant Professor of Family Medicine, Case Western Reserve University
- Andrea Bonny, M.D., Director, Hispanic Adolescent Initiative, MetroHealth Medical Center
- Kim Johnson, Commissioner, Cleveland Division of Recreation
- Robert Needlman, M.D., Director, MetroHealth Obesity Initiative

The YMCA of Greater Cleveland is confident that it will have the most dynamic and capable team at the PHC Conference!



Strong Kids Campaign Kick-Off

By Cathy Walsh, Director of Community Relations and Public Policy

The 2007 Strong Kids Campaign will kick off on Jan. 10 with a gathering of the YMCA of Greater Cleveland Board of Directors, local branch board volunteers, branch executives and Association staff at 5 p.m. in the Art Gallery at Trinity Commons.

The meeting will be hosted by Mike Fruchey, a Principal with Mercer Human Resources Consulting, and Reggie Stover, Vice President of PepsiAmericas, the Strong Kids Co-Chairpersons for 2007.

Featured speaker Bruce Berglund, a Partner with Triangle2, will present "The Art of the Ask" to prepare campaign volunteers for gift solicitation from donors in their local communities.

Every year, the YMCA of Greater Cleveland raises more than \$400,000 to

provide scholarships to kids and their families and to support free Y programs. The money raised stays in each local community and provides a way for each branch to ensure that they are able to offer memberships to all.

The campaign this year will be more ambitious than ever with a campaign goal of \$455,500.

Major gifts will be solicited in January and February with the public phase of the campaign running from March through April. Each year more scholarships are needed for our local branch locations and the commitment of our faithful volunteers increases.

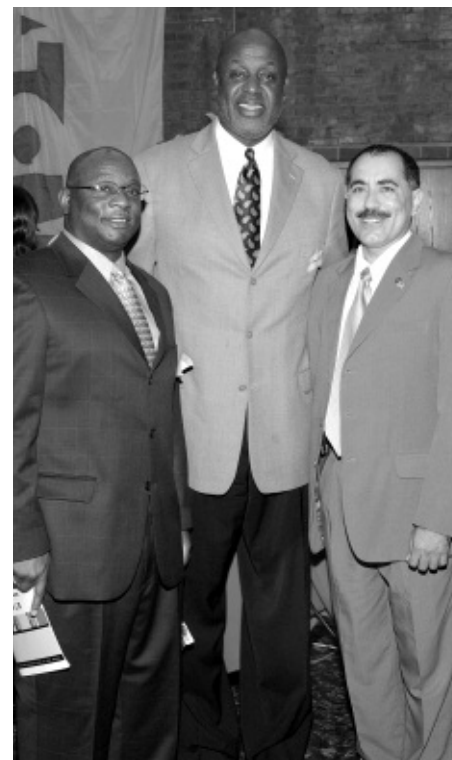
Please contact your local branch to contribute to this year's effort and make sure that we serve all kids and their families in your community. We can't do this without you!

Give the **GIFT OF HEALTH** this Holiday Season!

Looking for the perfect gift this holiday season? Consider the gift of health and wellness. Gift cards are now available at your local YMCA. Call or visit your local Y branch for more information.



Black/Hispanic Achievers Recognition and Scholarship Luncheon



YMCA of Greater Cleveland CEO Glenn Haley (left), Campy Russell of the Cleveland Cavaliers (center) and Eli Senquiz. Russell was recognized as a 2006/2007 Black Achiever.

On Wednesday, Sept. 13, the YMCA of Greater Cleveland hosted its first Black/Hispanic Achievers Recognition and Scholarship Luncheon at Windows on the River. Two hundred guests congratulated and supported 25 African-American and Hispanic adults as they were recognized for their accomplishments and inducted as the first class of YMCA Adult Achievers.

At the luncheon, the YMCA of Greater Cleveland also awarded two \$1,000 college scholarships to students from the Black/Hispanic Achievers Program. The Black/Hispanic Achievers program is a program for students in grades 7-12 that focuses on academic excellence, college preparation, leadership development and career exposure. Adults volunteer, for at least 40 hours, and serve as positive role models to help young people reach their goals.

Our special thanks goes out to the corporate sponsors which included: Eaton Corporation, National City Bank, RPM, Inc., Cleveland Cavaliers, Verizon Wireless, MetroHealth, Sky Bank, Medical Mutual of Ohio, Fifth Third Bank and Ernst & Young.



T.J. Townsend (left), Jaime Escalante (center) and Bianca Rivera. Townsend and Rivera received \$1,000 scholarships.

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

Q: I've heard about the benefits of strength training and would like to try it but am afraid I will get too bulky.

By Anne Mitchell, Health and Fitness Director, Lakewood YMCA

When talking to women about muscles, I tell them to use them or lose them. Usually, women are scared to strength train because our culture has traditionally viewed it as a male activity and expects females to be small, frail and very feminine. Consequently, women have been discouraged from participating in any type of weight training.

Strength training offers many benefits. Women who practice well-designed strength programs benefit from an increase in bone density, connective tissue strength, lean body mass and self-confidence, as well as a decrease in body fat.

Strength training also helps build lean body mass which allows for more overall strength, protection of the body's joints and helps burn calories faster while at rest.

To help women get started, many of the YMCAs of Greater Cleveland run a program called Women on Weights (WOW). The program teaches women to strength train effectively and safely. It is a step-by-step seven-week program to learn proper form and technique and different types of exercises including free weights, body weight exercises, ball exercises and more.

Ladies, use those muscles to their full potential. The benefits of strength training outweigh any risk if you do it safely and effectively.

As women age, bones can become weaker, more porous and brittle if they fail to meet the minimal essential strain required for bones to adapt. Strength training puts stress on the bones forcing them to remodel or get stronger. Bone modeling helps prevent fractures and osteoporosis.



Fifth Annual YMCA Get Fit Cleveland Challenge
Tower City Center – **Friday, Dec. 29, 10:30 a.m. - 2 p.m.**

The Get Fit kick-off event is FREE and will include:

- An indoor fitness walk in the Tower City Center complex at 10:30 a.m.
- Fitness demonstrations featuring classes offered at the YMCA such as RAPSTM, group cycling, boot camp and pilates
- Performances by the YMCA's hip-hop dance program

- Health screenings by Kaiser Permanente including blood pressure, cholesterol and glucose checks and stroke risk assessments
- Body fat analysis
- Presentations by Weight Watchers representatives on ways to keep your New Year's weight-loss resolution
- One-day passes to any YMCA of Greater Cleveland branch

- Information on YMCA programs and memberships
- Discounts at many Tower City Center retailers

NEW YEAR'S DAY OPEN HOUSES
As an added bonus during the Get Fit Cleveland Challenge, families and individuals are invited to jump-start their New Year's resolutions by attending an open house on New Year's Day. All branches will be open from 7 a.m. - 1 p.m.
In addition, any families or individuals that register for membership at the YMCA through Jan. 31 will receive 50 percent off the fee to join.

The Fifth Annual Get Fit Cleveland Challenge includes fitness demonstrations, performances, health screenings, presentations and information, as well as an indoor fitness walk.



YMCA Youth Rugby Program



The YMCA of Greater Cleveland is excited to announce the introduction of a Youth Rugby Program for 2007. In collaboration with several Northeast Ohio rugby football clubs including the Cleveland Rovers, Cleveland Eastern Suburbs, Cleveland Iron Maidens and Akron Rugby, the program will roll out during the spring session.

Alumni and current players from Northeast Ohio clubs will volunteer time to help coach and organize the program at all YMCA of Greater Cleveland branches. The program will focus on teaching the basics of New Zealand style "rippa rugby," better known as flag rugby in America. The primary goal of the program is fun.

Participants will be divided into three age groups: five and six-year-olds; seven, eight and nine-year-olds; and 10, 11 and 12-year-olds. The youngest group will be an instructional league and the older groups will participate in branch or inter-branch games. The program is slated to begin mid-April and run through early June. For more information, contact the youth sports director at your local branch.



Summer Youth Rugby Clinics Score Big with YMCA Kids

To generate interest and kick-start the YMCA of Greater Cleveland Youth Rugby program, the Northeast Ohio Rugby Football Clubs conducted one-day clinics at eight YMCA of Greater Cleveland sites for children involved in summer day camps and sports camps. Nearly 350 youth, ages 6-13, attended the clinics led by 40 volunteers from the area rugby clubs. At the end of each clinic, the kids played a raw form of flag rugby and had a great time.

Special thanks to the Cleveland Rovers and Eastern Suburbs Rugby Football Foundations for donating the 60 rugby balls used during the summer introductory clinics and to the many volunteers from the Northeast Ohio rugby football clubs who provided the training and coaching.



The Euclid branch was one of eight YMCA of Greater Cleveland branches that held a one-day rugby clinic for children involved in summer day camps and sports camps.

Ridgewood Y Express Now Open!

Come join the fun at the Ridgewood Y Express today!



The Ridgewood Y Express is located inside the Parmatown Mall in Parma.



The new facility offers a full range of cardiovascular and strength training equipment.



Childcare staff is on hand to take care of the kids while you workout.



Go for a spin in our new group cycling studio.



Personal training and fitness coaching professionals are available to help you meet your goals.

Photography by Cassie Blasee, Ridgewood Y Express Staff

Member Profile:

Reginald L. Stover

A member of the Hillcrest Family YMCA, Reginald "Reggie" Stover is committed to giving back to the community through volunteerism and positive role modeling. Currently, Reggie serves on the YMCA of Greater Cleveland Board of Directors as Co-Chair of the 2007 Strong Kids Campaign. He also serves as a member of the board of 100 Black Men of Cleveland, the advisory board of St. Agnes Our Lady of Fatima and the Fatima Family Center Board.

"The YMCA has made a significant impact on my life as well as the lives of my children," said Reggie. "Clearly I had options as a youth growing up in the Hough neighborhood that could have led me to do other things. Fortunately, I had the Young Men's Christian Association to turn to."

Then a member of the Our Lady of Fatima Church, Reggie first got involved with the YMCA through a



Reggie Stover has been involved with the YMCA since childhood.

program membership through the church. He participated in karate, basketball, swimming and arts and crafts. Throughout his teen years, Reggie stayed active in team sports. He went on to go to college, complete

an R.O.T.C. obligation, get married and earn a prestigious corporate position.

"YMCA programs teach children social, team and communication skills that help them build confidence and a sense of individuality," said Reggie. "Some of the same things I picked up on as a youth have been instilled in my kids through their participation in these programs."

As a result of the Y's positive impact on his life and that of his children, Reggie volunteers as a way to give back. A proud recipient of the African American Male Image Award, Reggie stresses the importance of trying to be a positive role model in the community to help today's youth stay on a positive path as they progress into adult life.

Reggie currently resides in Richmond Hts. with his wife, Lynn, and their three children, Deven, 9; Alexis, 7; and Lauryn, 2.

Corporate Profile:

Axia Health Management

The YMCA of Greater Cleveland and Axia Health Management, the company behind the Silver Sneakers Program, are proud to announce a new wellness collaboration, the Prime Program. Prime is a company-funded corporate health and wellness program that hopes to build on the success of Silver Sneakers, which currently has over 1600 participants. The new program will roll out Jan. 1.

Companies must first enroll with Axia to participate. Upon enrollment, their employees may enroll with the YMCA

free of charge. Offered by companies as an employee benefit, the company actually pays for YMCA memberships for their employees and their families.

As part of the program, participants receive baseline and follow-up fitness assessments, participant tracking, and lifestyle behavior modification support. Individuals also work to create plans to



increase physical activity, which include tools and resources for self management that contribute to a healthy lifestyle. Points are awarded for participation and rewards are sent to members periodically based on the number of visits.

The initial Prime client list includes Eli Liley and Company, Diebold, Nixon Peabody and Dole. To find out more about Prime or how your company can become involved, contact Mike Caprino at 216-263-6847 or mcaprino@clevelandymca.org.

West Park Y Receives Cleveland Foundation Grant

The West Park YMCA Aquatics Department received a \$5,000 grant from The Cleveland Foundation's Neighborhood Connections grant program. The money will be used to implement free swimming lessons to those who participate in West Park's all-day pre-school, all-day summer camp and after-school care for the 2007 program year.

The Cleveland Foundation program is designed to assist Cleveland neighborhood groups to strengthen the social network of their community. Grants are intended to spur small grassroots community efforts, and while doing so, assist groups and individuals in the community to connect with others. A committee of 18 Cleveland residents makes the decision as to who will receive the grants which can be used for a wide array of activities and projects.

The YMCA Endowment Fund and Strong Kids Campaign are the two major philanthropic initiatives that keep program and membership affordable and provide financial aid to assure that no one is turned away because of their inability to pay. Please remember the YMCA in your estate planning. Speak with your local branch executive or call the corporate office if you would like more information on the many ways you can contribute.

Halloween at the Y



This much-anticipated event at the YMCA of Greater Cleveland membership branches is a safe alternative to trick-or-treating. This annual event varies by branch and features such activities as haunted houses, costume contests and games.



December

Saturday, December 16

Swim Meet
Cheer on and support the Ridgewood Y Dolphins
Ridgewood YMCA
1-6 p.m.

Monday, December 18- Friday, December 22

Holiday Fun Days
Drop the kids off when school is out for a day of fun. Pre-registration is required.
West Shore YMCA
7 a.m.-5 p.m.

Wednesday, December 20

Blood Pressure Screening provided by Fairview Hospital Senior Circle
West Shore YMCA
1:30-3:30 p.m.

Thursday, December 21

Drop-N-Shop
Drop the kids off and do your final holiday shopping
YExpress Ridgewood
12-6 p.m.

Friday, December 22

Drop-N-Shop
Kids can have fun and make crafts while parents Christmas shop
Lakewood YMCA
6-9 p.m.
YExpress Ridgewood
12-8 p.m.

Wednesday, December 27-

Thursday, December 28

Youth Basketball Clinic
Ages 7-14
Lakewood YMCA
12 p.m.-4 p.m.

Saturday, December 30

Adult Basketball Tournament
Open to the first eight teams in each of two divisions
Lakewood YMCA
8 a.m.-Midnight

January

Monday, January 1

New Year's Day
Start your New Year's resolution. Open limited hours.
All branches
7 a.m.-1 p.m.

Annual Pancake Breakfast

Share laughs with your neighbors and enjoy a yummy breakfast.
Euclid YMCA
10 a.m.-1 p.m.
\$5 for adults, \$15 for families,
\$4 for seniors and children

Tuesday, January 2

Winter Program Session Begins

Wednesday, January 3

Blood Pressure Screening by St. John West Shore Hospital
West Shore YMCA
9-11 a.m.

Saturday, January 13

Teen Night
Teens in grades 7-12 can come enjoy a safe and fun evening
Euclid YMCA
7-10 p.m.
\$4 for non-members, free for members

Grand Opening Celebration!

Come join the festivities and check out the brand new facility
Lakewood YMCA
All day

Race Day

Come take part in a themed 90-minute group cycling race
West Shore YMCA
11 a.m.-12:30 p.m.
\$10 per bike

Tuesday, January 16

Blood Pressure Screening provided by Fairview Hospital Senior Circle
West Shore YMCA
9:30 a.m.-12:30 p.m.

Parents Night Out

Enjoy a night to yourselves while the children, ages 2-12, enjoy swimming, movie, crafts, and gym time. We will provide dinner and snack.
Geauga YMCA
5 p.m.-9:30 p.m.
\$10 for members,
\$20 for program members

Saturday, January 20

Swim Meet
Come cheer on and support the Ridgewood Y Dolphins
Ridgewood YMCA
1-6 p.m.

Friday, January 26

Kids Night
Kids, ages 3-10, can enjoy a themed night including dinner, movie, craft time and a game
Lakewood YMCA
6:30-8:30 p.m.

Saturday, January 27

Family Movie Night
Enjoy a family-themed movie, popcorn and drinks
Euclid YMCA
7 p.m.

February

Monday, February 5

Spring Program Member Registration

Wednesday, February 7

Blood Pressure Screening by St. John West Shore Hospital
West Shore YMCA
9-11 a.m.

Friday, February 9

Valentine's Day Heart Dance
Bring your sweetheart for a night of dancing and fun
Euclid YMCA
7-9 p.m.
\$5 per family

Saturday, February 10

Teen Night
Teens in grades 7-12 can enjoy a safe and fun evening
Euclid YMCA
7-10 p.m.
\$4 for non-members, free for members