Work continues as we strive to set the strategic direction of the YMCA of Greater Cleveland through 2020.

“Vision 2020,” is our organizational strategic plan. With this plan, the YMCA of Greater Cleveland strives to:

• Reach more youth during out-of-school, before-and-after-school time;
• Increase learning opportunities for children and teens;
• Reduce obesity among youth and adults;
• Reduce the occurrence of chronic disease in adults; and
• Be inclusive and accessible to people and neighborhoods across Northeast Ohio.

“Vision 2020” will be grounded in the belief that positive, lasting personal and social change can only come about when we all work together to invest in our kids, our health, and our neighbors.

We focus our work in three areas: Youth Development – nurturing the potential of every child and teen; Healthy Living – improving the nation’s health and well-being; and Social Responsibility – giving back and providing support to our neighbors. “Vision 2020” is grounded in the following beliefs:

• We believe that when we devote our full strength to the Y’s mission and cause, work in partnership with others, and build on our history of innovation, we can address the most pressing issues of our time unlike any other organization.
• We believe all people have potential.
• We believe active and connected families make for active and connected communities.
• We believe in a holistic approach to development, promoting healthy spirit, mind and body.
• We believe that in a diverse world, we are stronger when we are inclusive and our doors are open to all.
• We believe in honoring our mission, living our cause, acting in accordance with our values, and placing the greater good above self.

“Vision 2020” continues to be a work in progress, led by YMCA Board of Directors Members LaRese Purnell and Nanda Kumar Cheruvatath. Mr. Purnell chairs the Y’s Strategic Planning Committee.

The plan will be built around frames for action – Youth Development, Healthy Living and Social Responsibility -- with attention on critical social issues affecting our communities and our shared intent for each area of focus.

It will include desired outcomes in each area of focus, and will speak simply to the priorities and metrics of the YMCA of Greater Cleveland in the next six years, and will be directly tied to the current strategic plan of the YMCA of the USA.
CLEVELAND Y RECEIVES SIGNIFICANT GRANT FUNDING

The YMCA of Greater Cleveland has recently received the following grants:

• **$2.9 Million** from the Centers for Disease Control and Prevention — a 3-year, $2,958,810 Racial and Ethnic Approaches to Community Health (REACH) grant to implement a three-pronged health equity strategy. The REACH grant will support the work of the Y-convened Clevelanders in Motion Health Equity Coalition which is focused on four activities: transforming Cleveland’s wide and under-utilized streets into safe and inviting places to walk, run and bicycle; expanding and institutionalizing its 10-year old, We Run This City youth marathon program partnership with the Cleveland Metropolitan School District; supporting neighborhood-specific Healthy Eating/Active Living (HEAL) initiatives; and expanding its chronic disease prevention efforts through partnerships with community-based health centers.

• **$100,000** — This grant was received from a private investment firm for the Capital Campaign for the new Parker Hannifin Downtown YMCA.

• **$28,000** from the Lorain Community Foundation — This grant was awarded to the French Creek Family YMCA in Avon for a Community Collaborative Project.

• **$25,000** from DollarBank — This grant was awarded to support work being done by the YMCA of Greater Cleveland surrounding closing the achievement gap.

• **$14,000** from the Thomas H. White Foundation — This grant was awarded to support work being done by the YMCA of Greater Cleveland surrounding closing the achievement gap.

• **$48,900** from the Sisters of Charity Foundation of Cleveland for the We Run This City Program in the Central neighborhood.

We thank all of our generous funders for their continuing support.

BRANCH BOARD CHAIR’S COUNCIL MEETING OCTOBER 22

The next meeting of the Branch Board Chair’s Council will take place from 5:30 until 7:30 p.m. on October 22, 2014 in Butler Hall of the Downtown YMCA, 2200 Prospect Avenue East.

Focus of the meeting will be “Vision 2020: A Clear View,” the Strategic Plan of the YMCA of Greater Cleveland.

All Volunteer Advisory Board Chairs are urged to attend.

BOARD OF DIRECTORS RETREAT PLANNED FOR FRIDAY, NOVEMBER 14

The YMCA of Greater Cleveland Board of Directors will host an Organizational Retreat from 8 a.m. to 4:30 p.m. Friday, November 14 at the Bertram Inn and Conference Center, 600 N. Aurora Road, in Aurora.

OUR CAUSE

Strengthening community through programs through Youth Development, Healthy Living, and Social Responsibility.

MISSION

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

VISION

To be the premier community-based, charitable organization that embraces collaborations to build strong kids, strong families and strong communities.

VALUES

The character development core values of caring, honesty, respect, responsibility, and faith will guide all our interactions and decisions.

www.ClevelandYMCA.org