

FEBRUARY 2011

STRENGTHENING THE FOUNDATIONS OF COMMUNITY

Charlie Yates Jr. completed his two-year term as board chairman, and our Y is a better organization today because of his thoughtful leadership, deep commitment and selfless desire to serve. As board chairman, Charlie helped to:

- Develop the Y-2020 long-range strategic plan and its focus to deepen our impact, extend our reach and strengthen our core - youth development, healthy living & social responsibility - with a priority on collaborations and partners.
- Re-dedicate and re-name the Centennial Place Family Y as the Arthur M. Blank Family Youth YMCA to honor the generosity and 15-year support of Arthur M. Blank.
- Provide the vision for a friend-raising emphasis for the Y-CEO Heritage Invitational Golf Tournament, and in the process set record levels for fund raising ... for a tourney that continues to grow after 25 years. Charlie and the tourney co-chairs also are involving the next generation of Atlanta's business leaders in this signature event.
- Lead the high-level support campaign and support the grassroots efforts to secure a new, overnight camp on Lake Lanier. Summer resident camp is a phenomenon that changes thousands of young lives and is an integral part of this association.
- Strengthen the board development process and focus on board engagement.

As the new Y brand promises, **strengthening the foundations of community** is our cause. Charlie is ever mindful that our mission remains at the forefront of all we do. A board member since 2000, Charlie remains an active Metro board member and will chair the board development committee.

Charlie, thank you for your vision, leadership, commitment, and service as board chairman ... and also for the time, talent and effort you invested in this position. Under the new leadership of **Joe Arnold, SunTrust Bank**, we will continue to move the association and the board in the positive direction you envisioned. Thank you again.

WELCOME TO OUR NEW BOARD MEMBER

A Certified Public Accountant, Christine St.Clare recently completed a 35-year career with KPMG LLP. She served a four-year term on the firm's board of directors and chaired the audit and finance committee. She directed engagements with some of KPMG's largest clients, including The Home Depot and J.C. Penney Co. In 2010 Chris was inducted into the Academy of Women Achievers from the YWCA of Greater Atlanta and was the Inspiring the Future honoree of Girls Inc. in Atlanta. Chris and her husband, Mark, divide their time between Atlanta and Southern California.

INSPIRE OTHERS TO JOIN THE Y

Members are inviting friends and family to join the Y, part of a **member referral program** that kicked off in January. Members can roll back their dues to 1999 rates when a referred friend joins. Families top the list of those referring and being referred. As a result, both roll back their monthly dues to \$65 from \$81. "We're excited to see everyone, especially families, getting involved at their local Y," says **Betsy Lenahan, chief marketing officer**. "Financial assistance helps thousands of low- or no-income families, but we're also challenging ourselves to do more, because this economy has been especially tough on **middle income households**." This program is one way we can thank our existing members and ask them to model social responsibility by offering help to others. The campaign ends April 15. To date, 400 additional members have joined together to strengthen the foundation of communities. Learn more about the member referral campaign at www.ymcaatlanta.org.

MISSION: ATLANTA EXPANDS WITH COMMUNITY SUPPORT

This summer, middle school students will participate in **Mission: Atlanta**, a week-long **volunteer and leadership development** experience, thanks to a \$50,000 **grant from MetLife**. Working with high school students currently in the program, these sixth through eighth graders will experience an intensive week of service learning, working in Atlanta's impoverished areas and developing attitudes of compassion, gratitude and empowerment. A year-round curriculum will be added, including components like using leadership journals for tracking personal growth and Y training in group work, financial literacy, volunteerism, community leadership, and working with children. The YMCA of Metro Atlanta was **one of 11 organizations nationwide** chosen by MetLife to serve middle school students. MetLife's grant will help the Y engage as many as 1,200 middle school students across Atlanta.

ATLANTA FALCONS YOUTH FOUNDATION AND THE Y TEAM UP FOR KIDS

The **Atlanta Falcons Youth Foundation** continues to partner with the Y to ensure more young people receive opportunities to be physically active and to develop healthy, lifelong habits. Through a \$50,000 grant from the AFYF, the **East Lake Family Y** will provide physical education, intramural sports and after-school programs to 180 **Peachtree Hope Charter School** students. Next year, 500 kids in kindergarten through fifth grade will participate.

PRE-SCHOOL ACADEMY RECEIVES ACCREDITATION

The **YMCA Academies of South DeKalb**, with pre-school locations on Snapfinger Road in South DeKalb and Evans Mill Road in Lithonia, had its National Association for the Education of Young Children (**NAEYC**) accreditation renewed for the next five years. The process includes compliance with more than 450 criteria associated with early learning standards like leadership and management, teacher accreditation, teaching, curriculum, assessment, health, community relationships, and families. Congratulations to the Academies policy council volunteers and staff for maintaining these excellent standards.

START FOR LIFE™ IS NEW WELLNESS RESEARCH PROGRAM

Childhood obesity is an increasing problem, with the prevalence among children two to five years old increasing to 15 percent. Research shows that recommended amounts of physical activity to develop normal growth patterns and prevent obesity in young children are lacking in pre-school settings.

The YMCA of Metro Atlanta is adding a **new wellness research and development program, Start For Life™**, aimed at preventing childhood obesity by targeting children three to five years old. A grant by Kaiser Permanente supports Start For Life™, which consists of 30 minutes of moderate- and vigorous-intensity exercise, five days a week, delivered by pre-school teachers during the regular school day.

"Every child needs to begin kindergarten prepared, and Start For Life™ will help to establish healthy physical, mental and emotional growth," says **Jim Annesi, YMCA of Metro Atlanta director of wellness advancement**. "A significant – and very exciting – piece of the program is being able to track healthy growth patterns of these children throughout their formative school years. Physical activity is the key." Start For Life™ will track health-promotion treatments over the same children for 13 years, from age three to age 16.

Start For Life™ is just one example of our serious commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. The Y is, and always will be, dedicated to building healthy, confident and connected children, adults, families, and communities.

Ed Munster