



We build strong kids,  
strong families, strong communities.

Winter 2010

Dear Member,

Greetings!

The Y is a great investment in tough times – both in value and impact. **With the coming of the New Year, we *did not* raise membership rates.** We are glad you are here.

As a member, you have seen and experienced first-hand the **benefits of being part of the Y**. You also know that the YMCA is so much more than just a fitness club. It has a diverse mission that addresses many of the most compelling social issues in our community.

When you became a member of the YMCA of Central Kentucky, you made a **commitment to yourself** to pursue being active, learning new skills, meeting new people and living a healthier lifestyle. When the YMCA welcomes a member, **we make a promise to provide the services and programs you need** to help you reach your health and well-being goals.

To that end, your YMCA is **undergoing a transformation** in order to take a bold new approach in directly addressing our nation's, state's and region's growing health crisis. Our mission calls us to **reach out and engage** all those who seek well-being. It compels us to redefine membership, not in terms of access to our facilities and equipment, but as an experience characterized by **supportive relationships and innovative opportunities** to pursue a healthier lifestyle. We are active community participants and **align our resources** to influence decisions that impact health.

**You will see us working on several areas to better serve you.** We will be asking more questions, forming focus groups, sending surveys, experimenting in small steps to solve big challenges. We will be focusing on:

- **Health seekers** who desire a solution to whole-self health, not just fitness;
- Encouraging that your membership card be more than a symbol of access; it's a symbol of **belonging to a community**;
- **Developing programs to meet your *unique* needs**;
- Creating environments to **reinforce supportive community building and the pursuit of healthy behaviors**... from healthy snacks in the vending machines to comfortable gathering places.; and
- **"Taking it outside" even more** – as the YMCA provides leadership to make our communities better places to live.

As a nonprofit, community building charity, the YMCA of Central Kentucky strives to make its programs widely affordable and accessible. Donors make membership and program benefits accessible to the people in our community who needs those opportunities the most. To be clear, your membership dollars support your membership activities, and donations support the YMCA's financial assistance, mission-based programs and outreach.

In 2009, the YMCA of Central Kentucky provided **\$1.1 million** in financial assistance and program subsidy. That meant nearly 2,000 children were enrolled in a safe, positive and productive before and after school program where children can focus on academic and social development, with **47% of those children participating at low cost because of the generosity of YMCA donors**. It meant at the YMCA, teens like Jon who often is exposed to a world of poor choices, found friendship and possibility through the YMCA Black Achievers program. Campaign for Kids gifts ensure Jon and the other 300 teens **pay only 10% of the actual program costs**. Today, Jon looks forward to going to college and pursuing his dreams. The examples go on and on.

The YMCA takes its responsibility to our members and donors seriously, and we are **ardently good stewards** of the resources entrusted to us. You can count on us to add quality, value, and fulfillment to people's lives, your life.

Again, we are glad you are here. Keep coming back.

All my best,

A handwritten signature in cursive script, appearing to read 'Gail Glasser', written in black ink.

Gail Glasser  
President and CEO

P.S. If you have any questions, or would like more information on how your gifts to the YMCA are having an impact in our community, please visit your branch executive director. If you have any questions, or would like more information on your membership fees and privileges, please visit our member services desk.