



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THE Y CAUSE: STRENGTHENING COMMUNITIES

BBB WISE GIVING ALLIANCE CONFERENCE

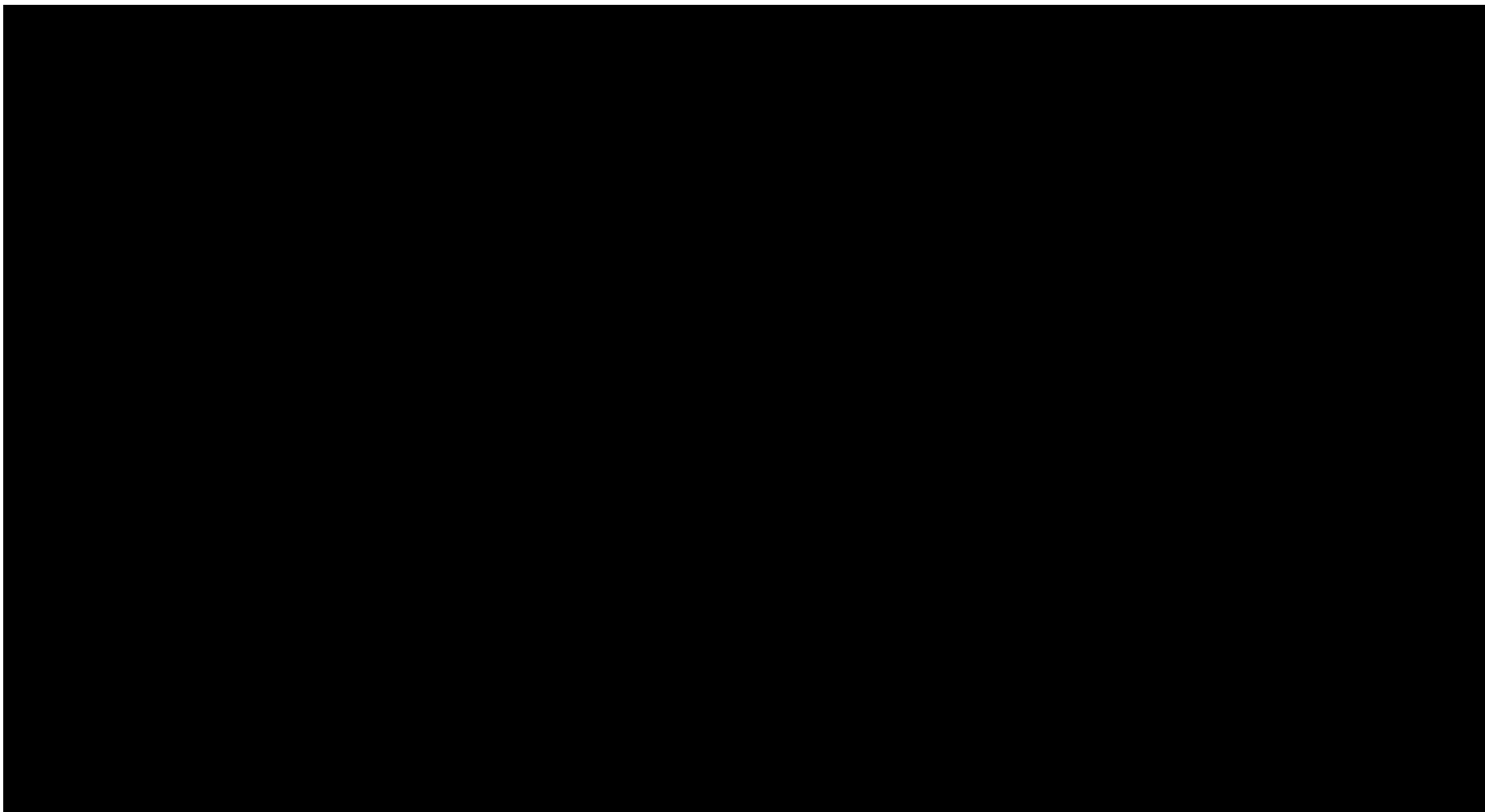
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OFFICE OF THE GENERAL COUNSEL

Washington, DC

June 12, 2015



"TRANSFORM WITH US"



YMCA BY THE NUMBERS

- In the U.S., the Y is comprised of YMCA of the USA, a national resource office, and more than **2,700 YMCAs** with approximately **19,000 full-time staff** and **600,000 volunteers** in **10,000 communities** across the country.



- The Y engages **9 million youth** and **13 million adults** each year in the U.S.
- While 2014 data is still being compiled, in 2013 Ys nationwide received **\$902 million** in contributed income.

But these facts don't tell our whole story...

WE HAVE A HISTORY OF DEVELOPING PROGRAMS THAT SERVE COMMUNITY NEEDS

Some YMCA “firsts:”

Invented the games of **basketball** and **volleyball**

- Started adult evening **continuing education classes**
- Offered the first **English as a Second Language (ESL)** class in U.S.
- Originated America’s first known **summer camp** program



MEETING TODAY'S CRITICAL NEEDS

Today, the Y focuses on programs in three areas:

Youth Development: Nurturing the development of children and teens

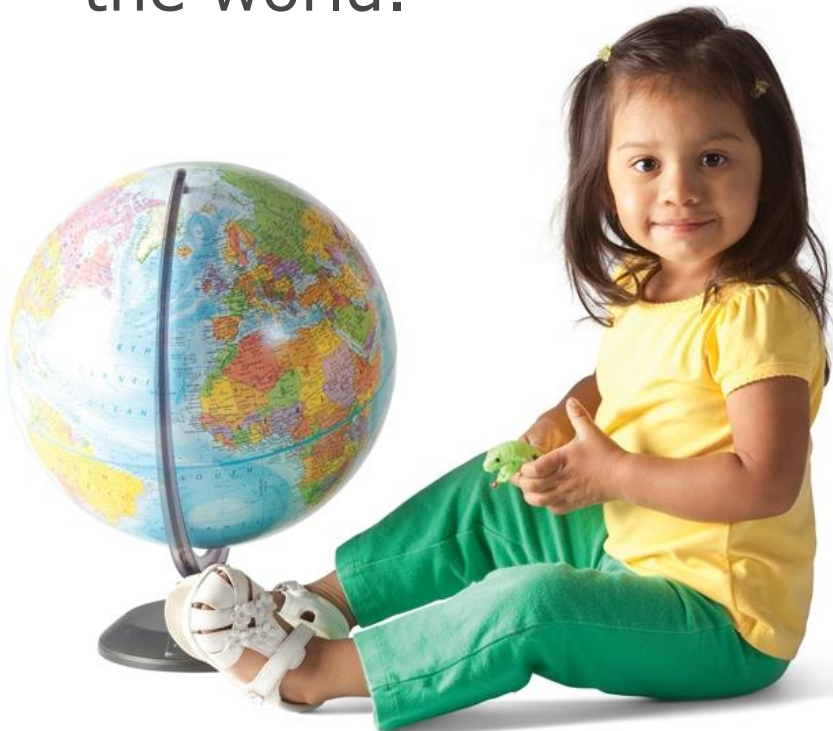
Healthy Living: Improving the nation's health and well-being

Social Responsibility: Giving back and providing support to our neighbors



INTERNATIONAL REACH

- **Worldwide, the Y serves more than 45 million people in 119 countries.** Ys across the U.S. play an integral role in strengthening the leadership and youth programs of the Y around the world.



- **YMCA World Service** facilitates international education and international partnership development with local Ys.

INSPIRING ETHICAL FUNDRAISING

NAYDO (North American YMCA Development Organization) inspires staff and volunteers to embrace ethics and fundraising best practices around the world.



NAYDO

The North American YMCA Development Organization, in partnership with YMCA of the USA, YMCA Canada and YMCA Mexico, inspires and strengthens the philanthropic culture of the YMCA.

BUILDING TRUST STARTS WITH INTERNAL STAKEHOLDERS

At the Y:

We strive to build a **culture of philanthropy** at each of our locations.

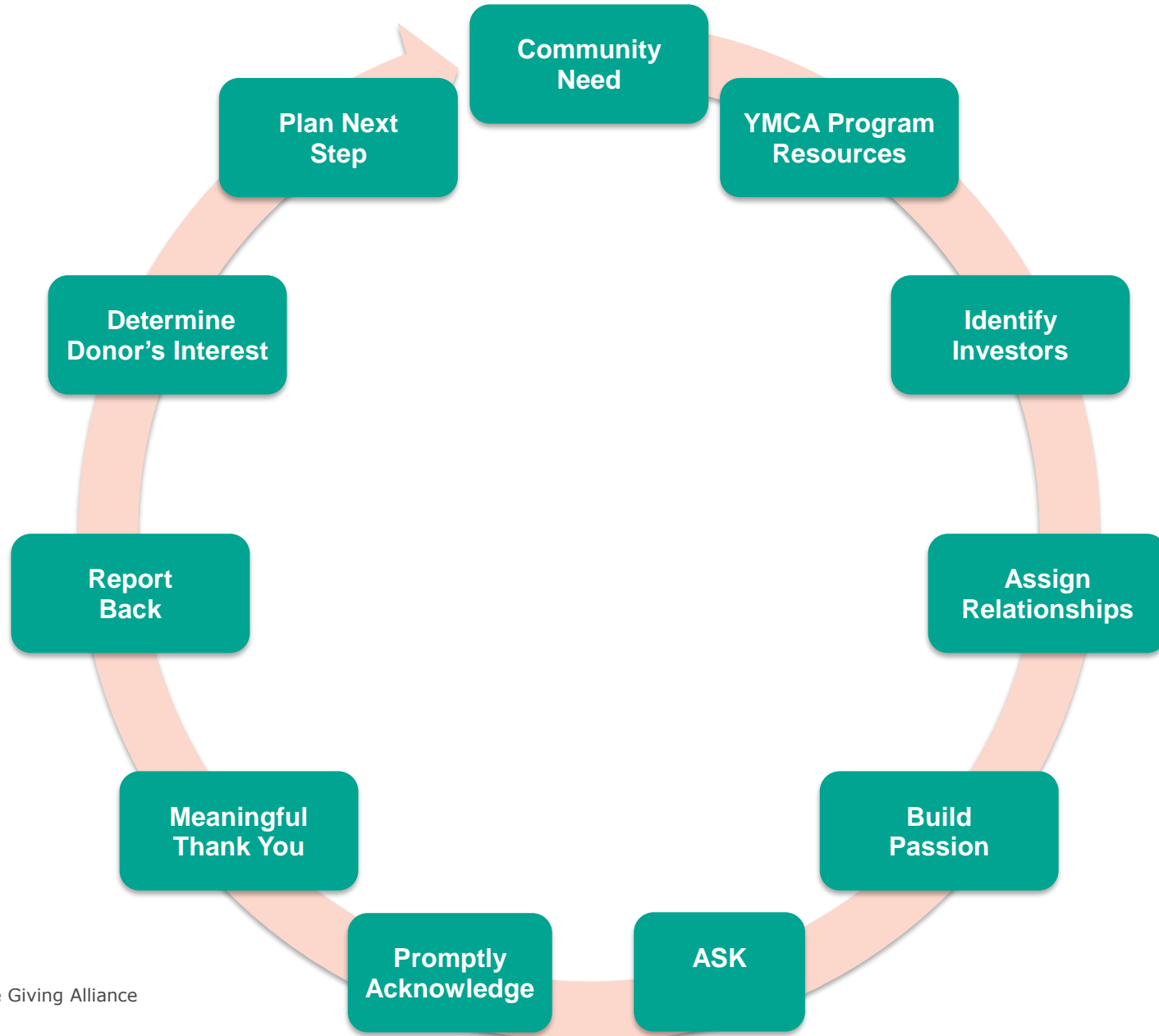
We strive to promote **fund development best practices**.

We involve large numbers of **volunteers who have a passion for the work of the Y** to raise funds for the Y.

We use a **donor-centric approach** to our fundraising.



DONOR-CENTERED FUNDRAISING CYCLE



BUILDING TRUST THROUGH COMMUNICATION

How does the Y demonstrate to donors that we are making a difference in advancing our cause?

We promote the YMCA as a **cause-driven organization** with our donors, members, staff, and the community.

- We articulate how contributions will be invested to **impact community need** when we ask for a gift.
- We share facts and figures that **demonstrate the community impact** of Y programs and services.
- We share not only what happens at the Y but also the **impact on individual lives.**



WE SUPPORT LOCAL Ys BY PROVIDING:

Certification training for staff in the areas of:

- Annual Campaign
- Capital Campaign
- Major Gifts

Tools, resources and templates to help Ys:

- Conduct best practices campaigns
- Create a compelling case for support
- Recruit committed board members and volunteers
- Create a year-round financial development plan
- Build an endowment program
- Write effective grants





THANK YOU

Angela Williams

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