

# THE ACCORD

## The Ithaca & Tompkins County YMCA: Growing For Prevention



With all the buzz in Washington, DC about healthcare reform, YMCAs in the Empire State continue to lead the pack in its efforts to prevent chronic diseases. A prime example of this fact is the newly constructed wellness center due to open soon at the Ithaca & Tompkins County YMCA. The new 4,000 square feet facility was constructed on the second floor, above the adult locker rooms.

Features of the new center include counseling booths for members to work with personal health coaches, each with computer access. Health coaches will give nutrition advice, as well as personalized physical fitness plans and keep members motivated and committed to their health and wellness plans.

In the new addition there is also a lounge, library area, kitchen, bathroom and storage. There is also a 1,200 square feet classroom to be used for multiple purposes, including studio fitness classes. The addition was built with energy efficiency and green building technology in mind, utilizing southern exposure with large windows as well as bamboo flooring.

The Ithaca and Tompkins County YMCA hopes the new wellness center will increase membership retention and attract new members as they strive to reach health seekers and families. For more information about the wellness center at the Ithaca & Tompkins County YMCA please visit: <http://www.ithacaymca.com>

### A Note from the Director



**Kyle Stewart**

Well, the State Legislature finally agreed on cuts to the current fiscal year budget. After weeks of rather familiar stalemate and politics, the deed was done and the process is over, sort of. Believe it or not, the Governor plans to reveal his Execu-

tive Budget proposal for the 2010-11 fiscal year. Thus, the process will begin again and the debate will likely include the impact of cuts that will undoubtedly be proposed. With the election year in 2010, the negotiations may be quite challenging.



Helping The YMCA Help  
Others



## SUNY AND THE YMCA: SERVING LIVINGSTON COUNTY

The Genesee/Wyoming YMCA is pleased to announce that they are entering into a collaborative partnership with The State University of New York at Geneseo in order to build a recreation, fitness and community-focused facility that will be owned by and located on the SUNY Geneseo campus, west of and adjacent to the Merritt Athletic Center. It will be accessible to the community from Route 63. The facility will be operated as the Livingston County YMCA, a branch of Genesee/Wyoming YMCA, serving people who live, work and study in Livingston County.

The Genesee/Wyoming YMCA will be involved in all aspects of design and development regarding the YMCA facility and will have input into the design and development of a new field house, also included in the plan. This new partnership will include an agreement that affords the YMCA management of the facility, grants the community access to programs and services, and provides the College with a tenant/partner to provide YMCA memberships and programs to its students, faculty and staff. The YMCA will conduct a local capital campaign to raise funds for the purchase of equipment for the new facility and to fund an endowment directed at sustaining operations and supporting a local Scholarship Assistance Program. The collaboration will afford expanded opportunities for Livingston County residents and SUNY Geneseo students to interact and connect as YMCA members, employees and volunteers.

"The college is pleased to partner with the YMCA in this exciting initiative that combines a state-of-the-art facility and time-honored YMCA programs and services," said Christopher C. Dahl, president of SUNY

Geneseo. "Livingston County and the Village of Geneseo provide a wonderful environment for our citizens, students and faculty to live, study and work. I am confident that our partnership will provide a strong foundation for our youth and enhance the quality of life in our community to make a great place even better."

The collaboration would fulfill a desire of a growing number of Livingston County residents to establish a locally driven YMCA branch organization and the Genesee/Wyoming YMCA's Strategic Plan to bring programs and services to a fourth under-served, rural western New York County. The Genesee/Wyoming YMCA operates branches in the City of Batavia, serving Genesee County, the Village of Warsaw serving Wyoming County and the Village of Medina serving Orleans County as well as operates Camp Arthur G. Hough, a residence camp on Silver Lake in Wyoming County.

"The YMCA and our local Steering Committee are very pleased to be working with President Dahl and the good people at SUNY Geneseo to put a YMCA facility on their campus," said Wess Audsley, CEO of the Genesee/Wyoming YMCA. "This partnership will bring YMCA services to the people in Livingston County, create opportunities for people of all ages, abilities and incomes and hopefully serve as a catalyst for future collaboration between the Livingston County YMCA and other local service providers."

## COMMUNICATE YOUR COMMUNITY BENEFIT

Enhanced resources to help YMCAs calculate and communicate their community benefit are now available from the YMCA of the USA. The revised *Community Benefit Toolkit* includes an overview of community benefit, mission impact worksheet, an appendix and a communications template. Additional resources include PowerPoint presentations to help communicate your organizations benefit, as well as an educational webinar.



The toolkit is designed to help YMCAs calculate and communicate their benefit to the community. If a YMCA's tax-exempt status is ever challenged, the information learned from a community benefit analysis will be invaluable. Even

if a YMCA never faces a tax challenge, there is significant value in being able to articulate—with supporting data—how the YMCA strengthens its community and provides children and families with the opportunity to grow and thrive. Donors, legislators, the media and even the general public make important judgments based on the impact, effectiveness and accessibility of nonprofit organizations. Calculating and communicating your community benefit will help these key constituencies understand the difference the YMCA makes every day.

To download the revised community benefit toolkit, visit [www.ymcaexchange.org/communitybenefit](http://www.ymcaexchange.org/communitybenefit)

## New York City Afterschool Programs Given Life

The New York Life Foundation announced a \$200,000 grant to support the YMCA of Greater New York's new curriculum driven by the Salvadori Method, which provides afterschool staff with "hands-on/minds-on" activities that engage students through architecture, engineering and design to explore math, science, arts and humanities. The YMCA is currently piloting the program at 28 of its 140 Y After School sites, with a focus on the areas of high need.

"Thanks to the generosity of the New York Life Foundation, our Y Afterschool programs will be a model of interactive learning that nurtures social connectedness, improves literacy and encourages problem solving skills," said Jack Lund, President and CEO of the YMCA of Greater New York. "This fund-

ing is critical to helping us increase the impact our afterschool programs can make in the lives of our kids."

"We are pleased to support the YMCA's unique high quality programming, which offers students consistent educational support that can make a difference in their academic success," said Chris Park, President, New York Life Foundation.

More than 15,000 New York City kids spend the critical 3:00 to 6:00 p.m. hours in the YMCA's safe, enriching afterschool care. The YMCA expects to have all of its Y After School sites in the city aligned under the Salvadori Method by the beginning of the 2011-12 school year.