

THE ACCORD

March 2009

“Talk like a charity, behave like a charity”

Annual Advocacy Day is a unique opportunity for YMCA staff and volunteers from all across the State to gather for the purpose of networking and gaining insight and information on new and creative ways to inspire the continuing growth of the YMCA.

The YMCAs of New York State Inc. recently held our annual Advocacy Day events on February 9th and 10th, 2009. This year’s Albany event was a great success. Again this year there was a Key Leader’s Dinner in which YMCA staff and volunteers heard from YMCA of the USA President and CEO, Neil Nicoll, concerning the delivery of our YMCA message. Mr. Nicoll stated that we not only have to “talk like a charity, but also behave like a charity.” He also stated that it is very important to exhibit your ties to the community and the fact that the Y is an ally for government. In addition, with the current economic situation, the IRS will be intensi-



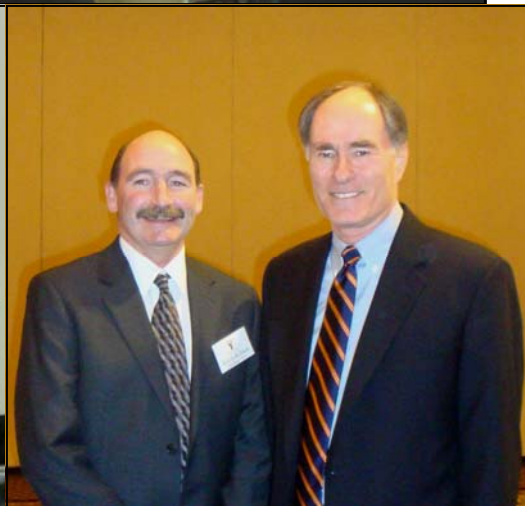
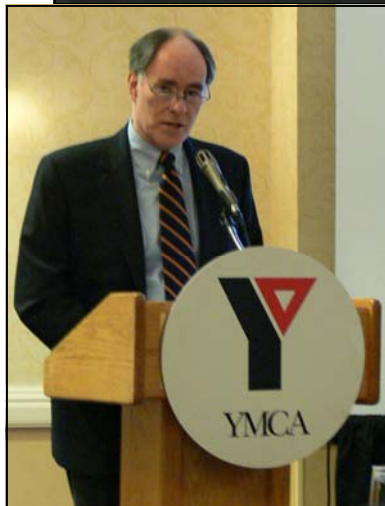
fyng its look at non-profits. It is very important to tell our story well.

He also highlighted some of the great programs that the YMCA launched in the past year, such as the partnership with the Department of Defense initiative to offer YMCA memberships to eligible military families and personnel who may not have access to a nearby military facilities. Mr. Nicoll announced that a similar

initiate will be launched in the coming months to work with the Department of Veterans Affairs to offer similar benefits. The YMCA continues to grow and it is important to position ourselves by taking advantage of new stimulus funds and build facilities that will lead us into the future.

Mr. Nicoll engaged the crowd with humor and experience.

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(top) Kyle Stewart delivers a policy briefing to the attendees of the Key Advocates’ Dinner (left) Neil Nicoll addresses the YMCA leaders. (right) Incoming Board of Directors Chair, Kevin Killeen of the Plattsburgh YMCA and YMCA of the USA President and CEO, Neil Nicoll

A Note from the Director
Kyle Stewart



What a tremendous Advocacy Day event again this year! A huge ‘Thanks’ to all of the YMCA participants as well as our excellent speaker; YMCA of the USA President, Neil Nicoll! If you attended the event this year, I hope that you will enjoy a brief recap of the event as well as learn about some of the successes from

meetings with lawmakers. Also, if you were unable to make the trip to Albany this year, you can still read about the program and Mr. Nicoll’s comments, which will make you want to come next year! This is a popular event for the YMCAs of New York State with an outstanding time of education and fellowship.

Advocacy

Helping The YMCA
Help Others

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Kyle Stewart then gave a public policy briefing focusing on the importance of maintained and increased funding for education, afterschool, supportive housing and health and wellness funding. This briefing was in anticipation of the legislative meetings that would take place the following morning.

The dinner was also an opportunity for The YMCAs of New York State to conduct its Annual Meeting. This meeting included the election of a new slate of officers for the Board of Directors. Congratulations to the New Board Member and Officers and thank you to all who attended the event. We hope that you found our Key Advocates' Dinner to be an enjoyable event and enhanced your knowledge of challenges that YMCAs in New York State are facing.



Youth and Government students from the YMCA of Greater Rochester pose with Neil Nicoll at the Key Advocates' Dinner



OFFICERS
Kevin Killeen
Plattsburgh YMCA
David Brown
Capital District YMCA
Mark Williams
Volunteer/Olean-Bradford YMCA
Rick Peterson
Broome County YMCA
George Romell
YMCA of Greater Rochester

Advocacy Day 2009

Tuesday is synonymous for one thing during the legislative session: Lobby Day. On Tuesday, February 10th, YMCA leaders from across New York State came to Albany to advocate on behalf of the YMCA movement and their individual YMCAs. It was a busy day for all in attendance.

The YMCAs of New York State operated a "home base" out of Meeting Room One in the Empire State Plaza. This provided everyone with an opportunity to network and time to individually discuss important issues and strategies for the days' legislative visits. The delegation from the YMCA of Greater New York also held Legislative breakfasts in which they were able to host several of their elected officials.

Legislative visits are extremely important, especially connecting with newly elected representatives, because relationships and the reputation of the association are key elements in our ability to secure funding for YMCAs. They will prove to be beneficial as we move forward in this legislative session.

Student leaders from the Rochester delegation of the state-wide Youth and Government program were on hand again this year to advocate for funding on behalf of their program. The teens met with several of their Assemblymen and Senators and their ability to articulate their message was extremely impressive. It was great practice for the teens as they prepare for the 73rd Annual Youth and Government Conference in the coming weeks.