



*We build strong kids,
strong families, strong communities*

A special issue of the

PRESIDENT'S NEWSLETTER

Holiday Season 2009



David K. Brown, Jr.
President & CEO

Season of Y Giving

The Giving Tree brings joy to children in need. Visit the Y lobby and choose your ornament.



MORE than
a **MEMBER**

Be MORE
...add a monthly charitable gift to your membership bank draft or give the gift of time. ... Volunteer or just help out!



Pledge your Annual Gift now! Be ready for the Strong Kids Campaign!

Give a New Year of Health & Wellness to family, friends and employees. Give the gift of Y Membership.



Call 707-545-9622 ext. 3313
For more info on Y giving.

To: All of you in our Y family --

Board, Staff, Members, Volunteers, Community Leaders and Friends

From: David K. Brown Jr., President & CEO

RE: The future of our kids and families

As we approach the Holiday Season, we give thanks for our board, staff, members and volunteers, who have given generously to support the Sonoma County Family YMCA during these difficult economic times. Campaigners and donors raised more than \$185,000 for Annual Support of our children and families in need this past year. A variety of events, including golf tournaments and the Harvest Fair Run, brought in another \$40,000. However, we ended our fiscal year, in June, giving more in outreach funds to families and youth in need than we had raised.

Our budget for fiscal year 2009-2010 reflects stringent cutbacks in every aspect of operations. Our staff and Board of Directors have worked closely with me on strategies that will enable us to continue essential services while saving on energy, maintenance, supplies, and personnel costs. However, our important work of supporting escalating numbers of families and youth who are not able to pay for programs and services will require significant increases in all of our fund raising – both in the number and amounts of charitable gifts.

For the past five months we have been developing a new three-year strategic plan, meeting with more than 40 community leaders and stakeholders to gain their input on current community needs and how the Y can play a vital role in meeting those needs. As issues were identified and prioritized we realized that positioning ourselves in effective collaborations with other agencies would ultimately have a greater impact on those we serve. These deliberate, innovative strategies strengthen our case for charitable support as well as our ability to be effective in using every dollar raised to serve families and youth at risk.

The Y's business model of fee-based services on a sliding scale according to need and our heritage of responding directly to our communities as individual organizations powered by people like you, has worked for many generations and will sustain us for generations to come. But we need your help...

Join our cadre of Y ambassadors and make your pledge to give time, talent and treasure so the Y can continue to build strong kids, families and communities. Call me at 707-545-9622, extension 3221 to discuss how your gifts and your volunteer time can help tip the balance and create a better future for our kids and families.