

# YMEMBERSHIP™

We build strong kids, strong families, strong communities.

To: YMCA Members  
From: YMCA Board of Directors and Jamey Mullen, Executive Director  
Re: YMCA Update  
Date: January 12, 2010

We hope this letter finds everyone well and that you are enjoying the start of your new year.

These past two years have been challenging for all of us including your YMCA. Your YMCA has remained fiscally responsible as an organization and we have been able to continue operating without significant changes to our YMCA operations. As we prepare for 2010, **we are required to adjust our rates** so that we can continue providing the same programs, services and facilities to our membership and our community. In fact, this is the first year since 2001 that our membership rate at our current facility is higher than our highest membership rate at the old YMCA. This is an accomplishment to all.

We are very fortunate to have a wide variety of programs and services for a diverse membership. Our membership and program rates remain very affordable, an adult membership equates to just over \$1.05 per day; while our **Open Doors Scholarship** program provides further financial assistance to those who need additional support.

When you think about your personal membership rates, we want you to know that your membership does pay for the facility and programs that you personally utilize. Your membership commitment to our organization also allows the YMCA to keep our youth membership rates very inexpensive, and possibly the least expensive in New York State. Your membership commitment also allows community not for profit organizations to utilize the YMCA throughout the year. Last year forty-six different community organizations utilized the YMCA at no cost, totaling 1,600 hours. Your membership commitment also subsidizes our scholarship program permitting everyone in our community to utilize this wonderful facility. Unfortunately our annual campaign that raises money for scholarships does not raise enough to equal the amount of scholarships allocated each year.

We are very proud of several initiatives that were created and implemented in 2009. Our organizational strategic plan was adopted and a five-year plan is in place that will focus on youth, families, and seniors. The Norwich YMCA worked directly with the Department of Defense providing membership services to military families that have been actively deployed. The YMCA Board of Directors unanimously adopted an Unemployment Membership program to assist YMCA members and community members that have lost their jobs during this national recession. The YMCA membership committee also created a new membership payment option for YMCA members that utilize the YMCA.

In 2010 there are several exciting opportunities on the horizon. Two gifts were received to expand the front desk and add a YMCA Store. A design study to improve facility safety and security are being conducted. New community partnerships are being studied that will benefit our organization and more importantly our community.

The success of our organization is due in part to our membership, our volunteers, our fiscal donors, our policy volunteers and our employees. We strive very hard to provide the best service and facility within our capabilities.

New rates for 2010 will be effective February 1, 2010. Monthly payments via bank draft and or credit card will go into effect on February 15, 2010. All new membership rates, scholarship applications, and program information are located on our web page at [www.norwichymca.com](http://www.norwichymca.com) or at the YMCA front desk.

Thank you for being part of the Norwich Family YMCA where we build strong kids, strong families, and strong communities.

OVER