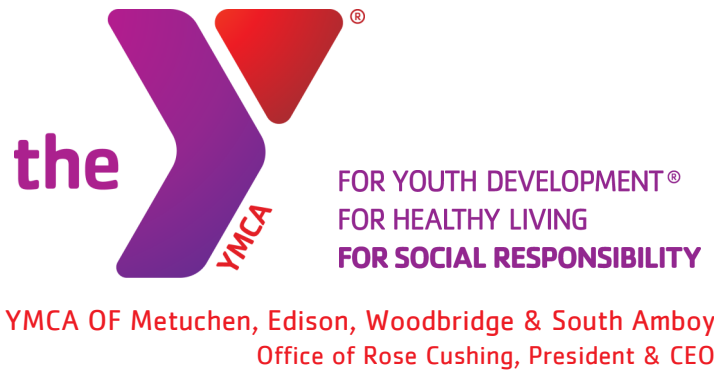


BOARD of DIRECTORS NEWSLETTER



March 2017 ★ Board of Directors Update

FUNDRAISING RESPONSIBILITIES OF EVERY BOARD MEMBER

WHAT ARE MY FUNDRAISING RESPONSIBILITIES?

- 1. Make a personal annual gift.** Every Board member has a moral duty to support the organization financially. If Board members don't support your nonprofit financially, then why should anybody else?
- 2. Help thank donors.** It's one of the most important jobs you can do! Why? Because when you spend tons of time warmly thanking your wonderful donors, you bring them even closer to your organization. And because they feel deeply connected to your cause, your donors will keep giving again and again.
- 3. Communicate with donors and tell them about your organization's great work.** Every board member needs to serve as a personal advocate for the cause. You need some interesting stories to tell about the organization's great impact in the community and a statistic or two that will wow your audience.
- 4. Help identify prospective donors and open the door with introductions.** Set up opportunities to bring friends in to volunteer, go to an event or take a tour.
- 5. Help cultivate donors.** Host tours of the facility, invite them to events, or send them relevant newspaper clippings.
- 6. When appropriate, ask for contributions.** If you're not good at "asking", you can still support fundraising by doing a host of other jobs which are important too—just ask!
- 7. Support and encourage all fundraising activities and the fundraising team.** Board members need to be generally supportive of all the fundraising activities and strategies. When Board members make fundraising important, everyone is more successful.
- 8. Ensure that fundraising has adequate resources and support.** An organization that invests in its fundraising operation properly raises more money than organizations with a poorly staffed and underfunded program. When fundraising is consistently staffed and funded, you have long-term success.
- 9. Attend public events and bring prospects.** Board members need to show up at important events! You have an important role – you are the official hosts and hostesses of the YMCA!

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DID YOU KNOW?

YMCAs are deeply rooted in their communities with the credibility and commitment to bring people together to address their communities' most pressing needs. Public trust in the Y is enhanced when the board faithfully fulfills its fiduciary responsibilities to protect the assets of the organization and ensure alignment with the Y's cause and goals.

KIDS BEING KIDS AT THE METUCHEN Y!



Showing just how creative kids can be...the children at the Metuchen Branch Early Childhood Learning Center made castles and a playhouse out of empty boxes that were going to be recycled. They painted and decorated them with the help of the staff, but the idea was all theirs. The teachers report that the children played in them for hours on end, dressing up, making up stories and acting them out, or just reading in private. With imaginations like this, who needs iPads and video games?

LIVESTRONG CONFERENCE AT BLUE RIDGE ASSEMBLY

Hannah Thomas, Metuchen's Wellness Director and Association-wide LiveSTRONG Project Manager and Ashley Malone, Fitness Coordinator and LiveSTRONG instructor at the South Amboy YMCA, attended the LiveSTRONG Conference at the YMCA Blue Ridge Assembly in Black Mountain, North Carolina from February 2nd-4th. The YMCA Blue Ridge Assembly is a retreat and conference destination serving to help groups and families come together to build relationships, learn from speakers, discover the beauty of the natural setting, enjoy healthy outdoor activities, and grow spiritually and mentally.



Hannah reports that there were approximately 50 attendees from all over the country, including some as far as Oregon. Speakers and discussion groups covered topics such as Fidelity Tools which ensures that the program meets the Quality Assurance standards established by Y-USA, spirituality and healing and self-care for instructors. There was also some organized activities offered to attendees including a guided hike up the High Windy Trail and a yoga class. In the evenings, attendees sat around a campfire to connect with other YMCAs from all over the country. Both Hannah and Ashley found this conference educational, motivating and inspirational.

-Submitted by Hannah Thomas

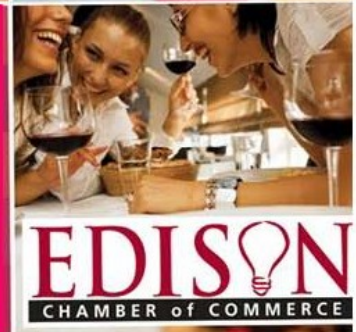
EDISON YMCA FUNDRAISER



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



SAVE THE DATE!
Monday, March 27, 2017
5:30-8:00PM
Taste of Middlesex
Pines Manor, Edison, NJ



Tickets:

In Advance: \$50 Table of 10: \$450
At Door: \$65 Seniors: \$45

ALL YOU CAN EAT & DRINK
Eat, Drink, & Be Charitable

Please support this Edison YMCA fundraiser by using the promo code YMCA when purchasing your ticket. You may purchase your ticket online at edisonchamber.com using the Promo Code or stop by the Edison Y Welcome Center.

EDISON YMCA 1775 OAK TREE ROAD EDISON, NJ 732-494-3232

SCRATCH IS GAINING MOMENTUM

The newly implemented Scratch Programs at the Edison and South Amboy Y's have gained momentum as more and more parents and children are excited about taking this unique class. Classes at both the Edison and South Amboy Y's are filled to capacity, and they are looking to expand the classes to include additional levels of difficulty. It is also being discussed offering these classes at Summer Camp. A Scratch, Jr. class for 5-7 year old children is also being considered, as well as a class for adults and senior citizens. Veronica Vargas has applied for a grant from Provident Bank to support the costs of this program and she received notification last week that the Letter of Interest was accepted and she has submitted a complete grant application to them. We will be anxiously waiting to hear the results of that grant application within the next few months.

The class is also receiving media attention! The following article was published in the Home News Courier on February 23rd. Click on the link below to see the entire article:

<http://www.mycentraljersey.com/story/news/local/how-we-live/families-children/2017/02/23/children-y-mca-enjoy-scratch-enrichment-class/97614866/>

myCentralJersey.com

PART OF THE USA TODAY NETWORK

Children at YMCA enjoy Scratch enrichment class

Liza Jaipaul, Correspondent | 12:00 p.m. ET Feb. 23, 2017



EDISON - It's called Scratch. And children at the Edison branch of the YMCA of Metuchen, Edison, Woodbridge and South Amboy love using it to create their own interactive stories, games, animations and simulations. Children 8 to 16 attend classes on Tuesdays and Wednesdays at the YMCA.

"Scratch is a lot of fun. We can make our own video games."
"It lets them be creative and enjoy using concepts like math."
"It allows student to implement math and creative concepts, so they actually see their knowledge being applied."

"The idea came about as we are starting to introduce STEM (Science, Technology, Engineering and Mathematics) into our curriculum," said Cindy O'Neill, director of operations at the Edison YMCA. "People in the community has expressed an interest in more of these types of programs."

METUCHEN Y BLOOD DRIVE A SUCCESS!



Hannah Thomas, Togetherhood Staff Liaison, welcomes the truck from New Jersey Blood Services. Togetherhood is a YMCA Signature Program for social responsibility spearheaded by Board member and volunteer, Paul Edgcomb.



George Koscs, Hannah Thomas and Bill Levy, Togetherhood volunteers, are on hand to welcome donors and also donate blood!

The Togetherhood group ran a Blood Drive on February 12th at the Metuchen Y. It was a great success! Paul Edgcomb, Togetherhood leader, was happy to report that over 80 pints of blood were donated! This blood drive is part of the YMCA's commitment to social responsibility to the community.

Another Blood Drive is planned for April 23rd. Please see page 8 for details. Your donation could save a life!



ZUMBATHON FUNDRAISER AT THE SOUTH AMBOY Y!

The South Amboy YMCA held a Zumbathon fundraiser on Saturday, March 4th. The event was held from 9:00 am to 12:00 pm, starting with a 15-minute warm-up, alternating instructors every 30 minutes, and ending with a 15-minute cool down.



Raffle tickets were sold and refreshments were available for participants. A total of five Y instructors—Ingrid, Jeanine, Alli, Amanda and EJ—taught during the 3-hour event. Twelve members signed up for the event and the South Amboy YMCA raised a total of \$245 for the Annual Support Campaign! *-Submitted by Beth Helsby*



Lucky winner Shiang (Vivian) Yen won the raffle basket which included a Personal Training session, a LiveSTRONG band, Y Koozie, and a Y wallet.



SOUTH AMBOY HOSTS FIELD TRIPS FOR LOCAL ELEMENTARY SCHOOL

The South Amboy Y hosted three fun-filled field trips for the 3rd, 4th and 5th grade classes from the South Amboy Elementary School on March 3rd, 10th and 16th. There were approximately 90 children per grade for a total of 270 children over the course of three days. The children came for two hours to swim in the pool, play basketball, hula hoop, bounce house, ping pong, chess, board games, STEM activities and even tried their hand at walking on circus stilts! This is an annual event and the children really enjoy coming to the Y for this wonderful day of fun and activities!



-Submitted by Beth Helsby

COMMUNITY YARD SALE AT SAY!



-Submitted by Beth Helsby

The South Amboy YMCA held a Community Yard Sale on Saturday, March 4th from 8:00 a.m. to

1:30 p.m. The Y's lobby was filled with outside vendors as well as tables filled with donated items from our members. Sales were brisk, netting over \$300 in profit for our Annual Support Campaign! Items that didn't sell were donated to a local Crisis Room to sell, using profits to purchase food for their food pantry.



CHOCOLATEERS NIGHT AT THE SOUTH AMBOY Y

The South Amboy YMCA had another successful Kid's Night Out on February 10th. It was called Chocolateers Night to celebrate Valentine's Day. The 20 children enjoyed pizza and swimming. They also enjoyed finger painting with chocolate and made their own chocolate pops. Lots of laughs were heard while they watched Gnomeo & Juliet. Of course, the evening ended with a nice cup of hot chocolate!



-Submitted by Beth Helsby

NEW STUDIO AT THE METUCHEN Y

BEFORE



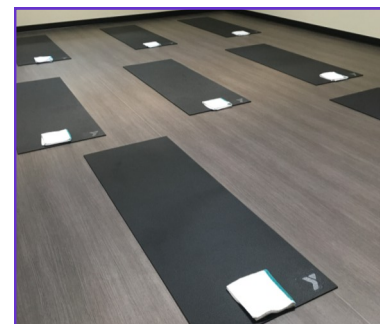
The workers at the Metuchen YMCA are hard at work laying down the floor for the new studio. Ballet barres were installed for a new Barre class that is going to be offered, and the windows were tinted with a mirror finish for privacy from the outside and used by class participants inside.

AFTER

In response to feedback from members, lunchtime yoga and other small group exercise classes will be offered in this studio/multi-purpose room. The studio is located across from the weight room so punching bags will also be hung in the room for members when not being used for classes.



Y-FIT KIDS CLASS



YOGA STUDIO

-Submitted by Marie Patterson



STAFFING UPDATE/NEWS

CATHERINE HAUGH, ASSOCIATION ADVANCEMENT ASSISTANT

The Y welcomes Catherine Haugh, new Association Advancement Assistant. While Catherine is new to the Association Office, she is definitely not new to the Y! Cathy has been a YMCA certified group exercise instructor teaching fitness classes at the Metuchen Y for over 25 years! She loves interacting with members, many of whom have become her friends. In addition to teaching at the Y, Cathy joined the Metuchen Branch Welcome staff about two years ago and has enjoyed the day-to-day contact with members and staff there as well. Cathy grew up in Metuchen and attended North Carolina State University. She worked in the financial industry for over 25 years, holds a NJ Real Estate license and most recently worked as the Administrative Assistant to the President of Gerrus Maintenance in Edison. Cathy is married to Owen Haugh and has two children, Sean and Megan. In her free time, she loves to run and go to the beach. Thank you for all that you do for the Y, Cathy!



CONGRATULATIONS ALKA!

Congratulations to Alka Aneja, our newest Board member, who has once again achieved the highest ranking for a New Jersey Realtor, the NJAR Circle of Excellence Platinum Producer. This is the fourth year in a row that Alka has achieved this ranking! Great work, Alka!



UPCOMING BOARD OF DIRECTORS MEETINGS

APRIL 26



JUNE 28



SEPTEMBER 27



NOVEMBER 29

EDISON HOLDS FORTUNE COOKIE FUNDRAISER



Vicki Caterino, Welcome Center staff member and Cindy O'Neill, Director of Operations at the Edison YMCA sell fortune cookies to raise funds for the Annual Support Campaign!

Cindy was happy to report that the fundraiser raised \$302 for the Annual Support Campaign!

The Edison YMCA held a fundraiser at the Welcome Desk in recognition of the Chinese New Year. For a \$1.00 donation, members received a fortune cookie with their fortune for the New Year!

Other Annual Support Campaign initiatives at the Edison YMCA include a Zumbathon on March 19th (see page 9 for details) and handing out measuring cups to members with a donation letter saying, "your loyalty is immeasurable".



-Submitted by Cindy O'Neill

UPCOMING TOGETHERHOOD EVENTS AND VOLUNTEER OPPORTUNITIES

Rummage Sale

Dates: Wednesday, April 5 and Thursday, April 6

Times: 9:00 am to 12:00 pm, 1:00 pm to 4:00 pm, and 5:00 pm to 8:00 pm each day

Place: First Presbyterian Church of Metuchen, Woodbridge Avenue, Metuchen



Volunteer to help members of the First Presbyterian Church of Metuchen with this important project to raise funds to support the church's mission work.

During three-hour "shifts" on the days prior to the Rummage Sale, volunteers will work in teams to sort, arrange, and price clothing and other items donated for the sale. (Rummage Sale is Friday, April 7th from 5:00-9:00 pm and Saturday, April 8th from 9:00 am—3:00 pm.)

Middlesex County Health Fair on Greenway

Date: Saturday, April 8

Time: 9:00 am to 1:00 pm

Place: Middlesex Greenway Trailhead, Middlesex Avenue, Metuchen

Volunteer to help county officials at this half-day event promoting healthy living and enjoyment of the Middlesex Greenway.

Volunteers will work individually and in teams to greet participants, accompany participants while walking on the Greenway, and provide overall assistance during the event.

Blood Drive

Date: Sunday, April 23

Time: 9:00 am to 3:00 pm

Place: Metuchen YMCA, 65 High Street, Metuchen



Volunteer to help the Metuchen Branch YMCA continue its ongoing effort to provide the donated blood continually needed to help others in our community.

Volunteer opportunities include promoting and publicizing the drive, recruiting donors prior to the drive, and assisting YMCA and New Jersey Blood Services staff on the day of the drive.

Edison Earth Day Cleanup

Date: Sunday, April 23

Time: 9:00 am to 1:00 pm

Place: Papaiani Park, 100 Municipal Boulevard, Edison



Volunteer to help Edison municipal, environmental, and health officials celebrate Earth Day at this annual event.

Volunteers will work in teams to help clean up Papaiani Park while also enjoying the day, the festivities, and the events and demonstrations scheduled.

If you wish to volunteer for any of the above events, or would like additional information, please contact Paul Edgcomb at pedgcomb@optonline.net or Christine Tolley at christine.tolley@ymcaofmewsa.org.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

EDISON YMCA ZUMBATHON

Sunday, March 19, 2017 from 9:00–11:00 AM
Edison YMCA MPRs 1 and 2

Come join Eleonor, Kathy, Sairah, Sakshi, and Dean for a fun and energetic Latin and Bollywood infused party!

\$10 will get you admission to the event and a raffle ticket to be used for a chance to win a gift basket! Each additional raffle ticket will be \$5.

All proceeds go to the YMCA's Annual Campaign.

For more information, contact Dean Seda at Dean.Seda@ymcaofmewsa.org



ZUMBA®
fitness

EDISON YMCA

A Branch of the YMCA of Metuchen, Edison, Woodbridge & South Amboy
1775 Oak Tree Road, Edison, NJ 08820
P 732 494 3232 F 732 548 2673 www.ymcaofmewsa.org

UPCOMING EVENTS & MEETINGS

MARCH

- March 16 **FINANCE COMMITTEE MEETING**
AO Conference Room—6:00 p.m.
- March 19 **ZUMBATHON FUNDRAISER**
Edison YMCA—9:00 a.m. to 11:00 a.m.
- March 22 **BOARD OF DIRECTORS MEETING***
Metuchen Senior Center—5:30 Fellowship / 6:00 Board Meeting

APRIL

- April 5 **BOARD GOVERNANCE MEETING**
AO Conference Room—5:30 p.m.
- April 5 & 6 **RUMMAGE SALE VOLUNTEER HELP NEEDED (SEE PAGE 8 FOR DETAILS)**
First Presbyterian Church, Woodbridge Avenue, Metuchen
- RUMMAGE SALE FUNDRAISER**
First Presbyterian Church, Woodbridge Avenue, Metuchen
- April 7 5:00 p.m.—9:00 p.m.
- April 8 9:00 a.m.—3:00 p.m.
- April 7 **PROPERTY COMMITTEE MEETING**
AO Conference Room—2:30 p.m.
- April 8 **MIDDLESEX COUNTY HEALTH FAIR ON THE GREENWAY**
Middlesex Greenway Trailhead, Middlesex Avenue
9:00 a.m. to 1:00 p.m.
- April 12 **2017 CAMPAIGN CELEBRATION**
JFK Social Center—6:00 p.m. to 8:00 p.m.
- April 14 **INVESTMENT COMMITTEE MEETING**
AO Conference Room—8:00 a.m.
- April 20 **FINANCE COMMITTEE MEETING**
AO Conference Room—6:00 p.m.
- April 23 **BLOOD DRIVE**
Metuchen YMCA—9:00 a.m. to 3:00 p.m.
- April 23 **EDISON EARTH DAY CLEANUP**
Papaianni Park, 100 Municipal Boulevard, Edison
9:00 a.m. to 1:00 p.m.
- April 26 **BOARD OF DIRECTORS MEETING**
Wernik Room—5:30 Fellowship / 6:00 Board Meeting

**Please note change in venue.*

