

# BOARD of DIRECTORS NEWSLETTER



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

YMCA of Metuchen, Edison, Woodbridge & South Amboy  
Office of Rose Cushing, President & CEO

## December 2017 ★ Board of Directors Update

### 2017-2018 ANNUAL SUPPORT CAMPAIGN

The 2017-2018 Annual Support Campaign is underway and is off to a great start! Staff donations paved the way with an impressive 60% increase in participants in the Hourly Club. Board members also stepped up their game this year, with 12 members already making their commitment totaling over \$50,000, surpassing last year's amount of \$34,471! This year, Katie Barnes serves as Campaign Chair with Mike Lackland as Co-Chair. Jay Elliot and Lorraine Mulligan will be heading up the Major Gifts Division. With a new mindset this year of philanthropy and leading by example, an aspirational goal of \$300K has been set for this campaign. Katie McAdoo has facilitated training workshops, including "Increasing Board Member Success in YMCA Philanthropy" for the Board and campaigners (see article on Page 10). Several more individual and group trainings will take place, and another workshop, "The Art of the Ask", is scheduled for January 3rd at 5:30 p.m. at the Old Franklin Schoolhouse.

Following up on one of the strategies learned at the last workshop, the Board was split into "teams" this year to create a stronger, more cohesive effort to increase donations. Team captains have been assigned and report back to Katie and Mike on a regular basis.

The Kick-Off Rally, renamed the "The Impact Celebration" to reflect the impact the ASC has on the community, will be held on January 9 at the JFK Social Center in Edison. Guests who have been impacted by the Annual Support Campaign will be invited to give testimonials on how they benefitted through the generosity of the campaign.

We look forward to a very successful 2017-2018 Campaign!!



Board members wearing their "Team Caps"

## INSIDE THIS ISSUE

2017-2018 Annual Support Campaign	1
Ashley Furniture Hope to Dream Event	2
Metuchen Winter Festival Parade	3
Impact Celebration	3
Jersey Collective Art Show	4
Project Play-Doh at Metuchen	4
Autism Swims at the Edison Y	5
Vo-Tech Interns at the Edison Y	5
Old Navy Sponsors Adopt-A-Family	5
Blood Drives	6
Swim with Santa at South Amboy	7
ESL Grant Received	7
The Y Gives Back	8
YMCA Welcomes New Board Member	9
Swimming Grant Received	9
Child Care Book Fair	9
Holiday Gift Wrapping Fundraiser	10
Community Campus Celebrates 15 Yrs	10
Campaigner Training	11
Paying it Forward	11
Our Local War on Drugs	12
Upcoming Meetings & Events	13

## DID YOU KNOW?

Annual Campaigns are one of the most important ways Ys fund their programs and services, allowing them to strengthen their communities.

Y Exchange offers an Annual Campaign Manual, available [here](#), to learn not just the best practices for HOW to run an effective campaign, but renew your inspiration for WHY you do it.



# ASHLEY FURNITURE "HOPE TO DREAM" EVENT



Giving more than  
**50,000 children**  
the gift of sleep for  
**7 years**



*In* 2010, Ashley Furniture HomeStore created their "Hope to Dream" Program, donating beds, mattresses and linens to underprivileged children who might otherwise suffer the negative physical and emotional effects of sleep deprivation. A portion of the proceeds for every mattress purchased at a participating Ashley Furniture HomeStore helps pay for a mattress set for a child in need. Since its inception, more than 50,000 children have received a brand new mattress set. Nominations for children needing beds are made through the Ashley [website](#).

This year's event was held on Saturday, December 23 at Rutgers Preparatory School in Somerset, who co-hosted the event and donated toys and blankets for the beds. With the help of six YMCA volunteers and three YMCA staff members, the event was set up on Friday in preparation for the celebration on Saturday. At the event on Saturday, a carnival was held for the children who had fun playing games and getting their faces painted before being surprised with their beds and toys. The beds were delivered to the children that day so that they would be able to sleep in them that evening. Several South Amboy children received a bed at the event.



-Contributed by Beth Helsby

The assistance provided by YMCA staff and volunteers setting up the day before and helping out on the day of the event made it a smooth one:

*Pictured Left: Back row (l. to r.):* Will Schafer, President of Ashley Furniture HomeStore of Central Jersey, Matt Kaefer, SAY Membership & Marketing Director, Volunteers Al Chanese, Anthony and Christian Conrad (sons of Board member Anthony Conrad) and Christina Anastasio, Ashley HomeStore's Community Engagement and Corporate Social Responsibility Manager.

*Front row (l. to r.):* Volunteer Yesica Lantigua, Beth Helsby, SAY Director of Operations, Sue Chanese, SAY Aquatics and Wellness Director.

Not pictured but who also volunteered are Sheila Alexander and Rosemary Orlandini.

*Pictured Above:* The volunteers at Saturday's event (l. to r.): Zusette Dato, Jaden Torres, Latisha Torres and Ashley Henrich.



## METUCHEN WINTER FESTIVAL PARADE

The Metuchen Y participated in this year's Winter Festival Parade on November 26th. The theme was "Strength Through Diversity", which coincided perfectly with the Y's recent DIG (Diversity, Inclusion and Global) initiative.



*The Metuchen "crew" at the annual Metuchen Winter Festival Parade, along with Board member and Togetherhood Director Paul Edgcomb and his wife and Paul Casey, VP of Operations & Branch Development and his son.*

The float displayed the various ways that the Y operationalizes diversity, inclusion and global strategies, which collectively strengthens support networks, fosters social connectedness and mobilizes collective action and investment in our communities, which contributes to greater inclusion and equity for all.

## IMPACT CELEBRATION & CAMPAIGN KICK-OFF RALLY

**WE ARE THE Y. WE ARE COMMUNITY.**  
**YOU'RE INVITED!**



**TUESDAY, JANUARY 9, 2018**  
**6:00-8:00 PM**  
**JFK SOCIAL CENTER**  
**70 James Street**  
**Edison**



**Join us for a gathering to celebrate the positive IMPACT of your YMCA IN OUR COMMUNITY. We will share stories about how the gifts made by our supporters are creating a BETTER US, a perfect way to kick off the 2018 ANNUAL SUPPORT CAMPAIGN.**

Light fare and refreshments will be served  
RSVP before January 6 to Catherine Haugh at [catherine.haugh@ymcaofmews.org](mailto:catherine.haugh@ymcaofmews.org).



## JERSEY COLLECTIVE ART SHOW AT SAY



*In* collaboration with the South Amboy Arts Council as part of the Y Arts Series, the South Amboy Y hosted "Jersey Collective's Exhibition: 52 Images by 52 New Jersey Photographers" on November 4th. The show featured images taken by photographers across every corner of our state and depicting New Jersey's people, landmarks and natural scenes. The show, curated by Jersey Collective Founder Kerri Sullivan, not only tells the story of a year in the life of our state, but also celebrates the points of view and stories of 52 diverse New Jerseyans.



*-Contributed by Beth Helsby*

## PROJECT PLAY-DOH AT METUCHEN

The Metuchen YMCA Preschool and KEDS (Kindergarten Extended Day) children are holding a Play-Doh Drive benefitting the children at the Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson.

Children need special care and attention when they are in the hospital. The Play-Doh is used on a daily basis to meet the needs of the children by helping with stress, anxiety or anger issues.

Due to the many germs in a hospital, the Play-Doh cannot be shared between children and therefore, they go through a lot of Play-Doh.



Help us to help children in need by donating NEW, un-opened cans of Play-Doh and Play-Doh accessories. To donate, please contact Pam Cohen at [pam.cohen@ymcaofmews.org](mailto:pam.cohen@ymcaofmews.org).

Please join us and help the children have a Colorful New Year!

**Donations will be accepted until January 5, 2018.**



*-Contributed by Pam Cohen*



## AUTISM SWIMS RETURNS TO THE EDISON Y!

Autism Swims is back at the Edison Y! Thomas Macchiaverna, a Special Education teacher from Woodrow Wilson Middle School is bringing his self-contained classroom back to the Community Campus for some swim time! The students in the class already know how to swim, so they are excited to be in the water to learn more advanced skills and have fun! The students will be taking lessons through April 2018.

Scholarships for the children from disadvantaged families are available through a grant that the Y received from Autism Speaks.



*-Contributed by Cindy O'Neill*

## VO-TECH INTERNS AT EDISON Y

David Williams from Middlesex County Vocational and Technical Schools introduced two interns to our branch. Dan and Nick will be with the Edison Branch until December. They have helped with painting, building shelves and other daily activities alongside Tom McCabe, Facilities Director. It's a great collaboration and a wonderful experience for the branch to help shape these young men and to have them gain experience in the workplace.

*-Contributed by Cindy O'Neill*

## OLD NAVY SPONSORS ADOPT-A-FAMILY AT EDISON



Old Navy, as part of its Adopt-a Family Program, contacted the Edison Y to ask them if they could identify a few families that could benefit from this program, which puts together clothing and toys for families in need. The Edison Y was delighted to be able to participate in this program and was able to identify families who would great benefit from this donation. The gifts were dropped off at the Edison location, and staff

made sure that the goodies made their way to the families in need of assistance.

The Edison YMCA thanks Old Navy for thinking of the Y community during this time of year which can be very challenging for some families and for their generous program which will provide much-needed clothing and toys to them!

*-Contributed by Cindy O'Neill*



**OLD NAVY**



# GIVE THE GIFT OF LIFE THIS HOLIDAY

## METUCHEN YMCA BLOOD DRIVE

Wednesday, December 27th, 1:00pm-7:00pm

The demand for blood consistently exceeds the supply of it. We are asking you, your family, your friends and neighbors to donate on December 27th. Your donation could save up to three lives!



**All donors receive a \$10 coupon to Houlihans.  
One lucky donor could receive a sports jersey!**

Contact Hannah Thomas at [hannah.thomas@ymcaofmewsa.org](mailto:hannah.thomas@ymcaofmewsa.org)  
Or make an appointment online [here](#)  
Or stop by the Welcome Center to request an appointment

 **New Jersey** Blood Services  
A Division of New York Blood Center

---

### UPCOMING BOARD OF DIRECTORS MEETINGS

JANUARY 24



FEBRUARY-TENTATIVE



MARCH 28

---

## SOUTH AMBOY YMCA BLOOD DRIVE

Thursday, December 28th, 12:30pm—6:30pm

Help save lives by donating blood at the South Amboy YMCA. It's the best gift of the year.

**Donors will receive a \$15 Jiffy Lube gift card as a thank you!  
There will also be 3 raffles during the event**

Contact Sue Chanese at [susan.chanese@ymcaofmewsa.org](mailto:susan.chanese@ymcaofmewsa.org)  
Or make an online appointment [here](#)  
Or stop by the Welcome Center to request an appointment

 **New Jersey** Blood Services  
A Division of New York Blood Center



## SWIM WITH SANTA AT THE SOUTH AMBOY Y!



The South Amboy Y held its 3rd annual Swim with Santa program on Sunday, December 10th from 1pm-3pm. Over 20 children attended to join Santa in the pool. There were many activities provided for the children including crafts, a

Rudolph raffle, and the Bounce House. The event raised \$200 which will be donated to the Annual Support Campaign!

**HO HO HO!**

*-Contributed by Beth Helsby*



## ESL GRANT RECEIVED!

The YMCA received word that they are the recipient of a \$3,000 grant award from Vernon Library Supplies for the support of the Metuchen Branch ESL Program! This grant opportunity was unique in that it originated from a small business husband and wife team, who believe that "immigrants and their successful integration into the country have been critical to what has made America into the wonderful country that it is." They came up with a campaign to "Give it All Away in 2017" and donated their entire year's profits to organizations working hard to help Americans live up to the ideals upon which it was founded.

Likewise, the Metuchen ESL program is unique in that it offers several different classes to meet the needs of the community, including English Pronunciation Classes, Conversation Classes, Book Club, Walk and Talk, Citizenship Preparation Classes and Bring Your Own Device. Since the program started in 2002, based on a suggestion by Togetherhood volunteer Claudia Asmuth, there were no textbooks, study guides or instructional manuals for the students or instructors, due to the lack of funding. However, that did not stop Claudia who collaborated with Literacy New Jersey to provide volunteer tutors to support these classes. Countless people including Metuchen staff, Togetherhood volunteers and two professional Speech Pathologists and an English Professor give unselfishly of their time to ensure program success. Thanks to these volunteers and with the help of the grant, we will now be able to provide textbooks and materials to students and teachers as well as give a stipend to the professional staff who provide essential services for this program.



**5.2.18**

**ANNUAL DINNER MEETING  
PINES MANOR  
6:00 P.M.**



## THE Y GIVES BACK

Always cognizant of giving back, YMCA staff participate in many drives throughout the year that help the community, including food drives, coat drives and toy drives. Every holiday season, the Association Office and the Branches collect toys for girls and boys in need for the Toys for Tots Campaign conducted by the U.S. Marine Corp. This year, the Branches, Edgar and Centenary Early Learning Center collected over 400 new toys for children in need in Middlesex County! What a great way to give back!



Be The Change. Volunteer.

## COAT DRIVE

The Association Office also participated in a coat drive sponsored by Jersey Cares. They collected 28 coats for families in need in New Jersey!

**DONATE NOW TO  
TOYS FOR TOTS**

**DONATE NOW TO  
JERSEY CARES**





## YMCA WELCOMES NEW BOARD MEMBER!



The YMCA of Metuchen, Edison, Woodbridge & South Amboy is pleased to announce the appointment of Board member George Dailey. George was appointed to the YMCA Board of Directors at their November meeting. George already has a long-standing relationship with the Y, serving as the Chairman of their Audit Committee and member of the Finance Committee for several years.

George is currently the First Vice President and Controller at Provident Bank in Iselin and brings with him 29 years of banking experience. He is also the Treasurer of the Provident Bank Foundation. He holds a master's degree in Taxation from Seton Hall, and a bachelor's and master's degree in Accounting from St. Peter's University. He is also a graduate of the America Community Banker's Senior Leadership Institute and National School of Banking.

YMCA Board members are responsible for establishing policy and strategic direction for the Y, as well as creating opportunities and establishing relationships that advance the YMCA's mission and cause. "George joins our Board with the advantage of already having an in-depth understanding of our organization and our mission", said Bruce Peragallo, Chairman of the Board. "We know that his expanded role at the Y will allow him to further share his knowledge and expertise and his addition will be a positive one."

"The role of Board member is a very important one", said Rose Cushing, President & CEO of the YMCA of MEWSA. "We welcome George to the Board and know that his knowledge, business experience and passion will be an asset to the Y to help create communities where everyone can learn, grow and thrive."

## SWIMMING GRANT RECEIVED!

The YMCA received word that they are the recipient of a \$1,000 grant from The Redwoods Group, which will go towards our existing Autism Swims Program. This grant is timely since the Autism Speaks grant, which funded the special needs swim class for the past year, is coming to a close the first quarter of 2018. The Redwoods Group is the YMCA's insurance carrier, but also provides essential training to our employees in the areas of risk management, camp and aquatics safety, and child sexual abuse prevention. This funding will go a long way to provide swim scholarships to families who would otherwise be unable to send their child for lessons.



## CHILDCARE BOOK FAIR

With the assistance of Board member Tish Coughlin, Child Care held a Book Fair fundraiser at Barnes & Noble on December 16th from 6:00-8:00 p.m.

The event was a fun-filled night for all with STEM and Art projects, book readings by teachers, songs performed by the children and the children's artwork displayed in the store. In total, Child Care raised over \$400 from the fundraiser which will go towards the Annual Support Campaign!



# HOLIDAY GIFT WRAPPING FUNDRAISER



*The* Metuchen YMCA participated in a Holiday Gift Wrapping event held at Barnes and Noble at the Menlo Park Mall on November 27th, December 1st, 14th and 18th. YMCA staff and volunteers from the LiveSTRONG® and Togetherhood Programs wrapped items at Barnes and

Noble and received generous donations totaling \$288! Donations collected during the event will go towards the Annual Support Campaign.

The staff had a lot of fun making new friends and seeing old ones!

*-Contributed by Chrissy Tolley*



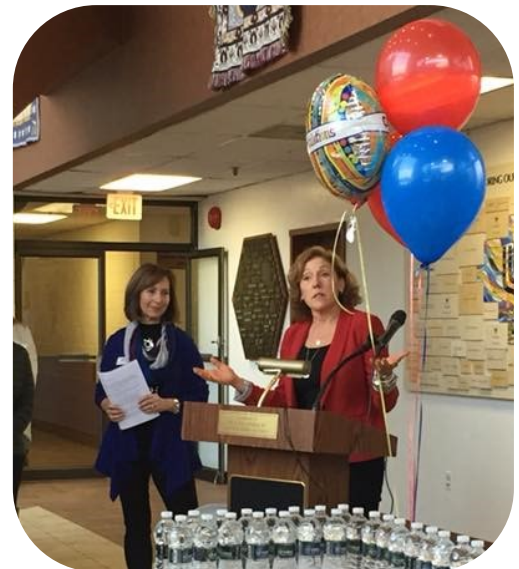
# THE COMMUNITY CAMPUS CELEBRATES 15 YEARS!!

The Community Campus celebrated its 15-year anniversary! This historical collaboration of two organizations, the Edison YMCA and the JCC, came into existence in 2002, creating a hub for fitness and teen, youth, senior and cultural activities. Such a partnership is one of only a few in the country. On December 14, a program was held at the Community Campus to highlight the collaboration between the two organizations and how this partnership promotes health and wellness to families in the community.

Several members gave testimonials including Laura Staffin (pictured below), who spoke of how the Community Campus helped her become more connected to the community after her husband passed away and local Chiropractor Len Carlucci spoke about how he uses the facility as his own personal Wellness Center.



Both organizations look forward to a continuing, productive partnership in the community!



Dorothy Rubenstein (l.), President & CEO of the JCC of Middlesex County and Rose Cushing, President & CEO of the YMCA of MEWSA (r.), talk about their shared goal of providing services to the community.



## CAMPAIGNER TRAINING



*I*n preparation of this year's Annual Support Campaign, Katie McAdoo, Director of Association Advancement, organized a campaigner training workshop, "Increasing Board Member Success in YMCA Philanthropy". The training was held at the American Legion in Metuchen on November 1st and included not only the YMCA of MEWSA, but many of our neighboring YMCA's who were invited by Katie. Linda Schreiber from Y-USA was also in attendance. The workshop was designed to assist area YMCA's in strengthening their Board's role in YMCA fund development. Presenters included David Carcieri, CEO and Kelly Castro, VP of Philanthropy at the Somerset County Y, as well as two Somerset County Board members. The workshop provided an opportunity for Board members to learn the ins and outs of the four key areas of fundraising, including identification, cultivation, solicitation and stewardship with a focus on leveraging their personal relationships to secure major gifts, as well as how to partner with staff to accomplish that. They learned how to choose the best prospects, how to craft a personal case for support, how to set up and conduct cultivation and solicitation meetings and more, by following YMCA best practices.

It was an informative and thought-provoking workshop, leaving attendees inspired and re-energized to take on the challenge of this year's Annual Support Campaign!

## PAYING IT FORWARD

Avenel Learning Center Director Jill Schwear reports that the socks and underwear provided by JC Penney through their Pair Up campaign for children less fortunate were distributed and greatly appreciated. Of the 1,080 pairs of underwear and 3,240 pairs of socks received, donated items went to underprivileged families in Public Schools #4 and 5 in Middlesex County, a school nurse who kept some in case of student accidents, and some were donated to the Women and Children Resident Shelter in Newark. All of the YMCA Learning Centers also received socks and underwear for families in need.

We are grateful to JC Penney and are thankful that so many children in our YMCA communities and surrounding neighborhoods benefitted from this wonderful donation!



## OUR LOCAL WAR ON DRUGS

On December 6th, Marie Patterson and Barbara Verikas attended a program at Edgar Middle School called "Hidden in Plain Sight". The educational program was sponsored by the Metuchen Municipal Alliance for parents to give them an insight on what to look for in a typical teen's bedroom that may indicate a drug abuse problem. Opioid abuse has become frighteningly commonplace in Metuchen, with three teen overdoses reported just last week.

During the networking segment of the program, Marie and Barbara spoke with parents about involving their young teens in the Y's Basketball and Leader's Club Programs as a way to keep their young teens safe and occupied doing something healthy and productive. The response was very positive and many of the parents provided their emails to Marie to get more information.



Marie Patterson also attended the Middlesex County Town Hall Series called Knock Out Opioid Abuse, hosted by the Partnership for a Drug-Free New Jersey. The panel consisted of Middlesex County Prosecutor Andrew Carey, NJ State Senator Joseph Vitale, Assemblywoman Nancy Pinkin, Mara Carlin from the Wellspring Center for Prevention, a Neuroscience doctor and Vanessa Vitolo, Outreach Coordinator for the Victory Bay Recovery Center and widely known recovering addict and spokeswoman for former Governor Chris Christie. Organized with the Horizon Foundation of New Jersey, the series focused on the link between prescription drug dependency and heroin abuse and examined the causes of the current opioid crisis and possible solutions in addressing the issue, including prevention programs that focus on education, identifying risk factors and building resistance skills. The session concluded with a Q&A with feedback from attendees, including parents, health professionals, student leaders, a recovering addict, all effected by this insidious disease.

*-Contributed by Marie Patterson*

Always ready to do our part, the Metuchen Y has created the Reset...Regroup...Renew Program for recovering addicts. Listening to and responding to the needs of the participants allows the Y to provide essential services so that they may continue to stay strong. The Y has already begun receiving positive feedback from its participants, as indicated by the testimonial received by Marie Patterson:



*The Reset...Regroup...Renew. meditation group provided by the Metuchen YMCA has certainly had a positive effect in my life by teaching me skills to bring balance and peace of mind into an otherwise chaotic life. Not only has it been a wonderful way to relax, I also have had fun learning new body movements and exercises! As someone who feels that my mind and thoughts are always racing, I never thought it would be possible to quiet the non-stop chatter and be more mindful and in the moment. I definitely consider this group as one of the tools in my recovery!*

*Kelly P.*



# UPCOMING EVENTS & MEETINGS



## JANUARY

- 3 **ART OF THE ASK WORKSHOP**  
Old Franklin Schoolhouse  
491 Middlesex Avenue, Metuchen  
5:30 p.m.—Dinner 6:00 p.m.—Workshop
- 5 **PROPERTY COMMITTEE**  
AO Conference Room—9:00 a.m.
- 9 **IMPACT CELEBRATION & CAMPAIGN KICK-OFF RALLY**  
JFK Social Center  
70 James Street, Edison  
6:00-8:00 p.m.
- 10 **BOARD GOVERNANCE**  
AO Conference Room—5:30 p.m.
- 10 **EDISON BRANCH BOARD MEETING**  
Edison Branch—6:00 p.m.
- 17 **METUCHEN BRANCH BOARD MEETING**  
Metuchen Branch—8:00 a.m.
- 19 **IT COMMITTEE**  
AO Conference Room—8:00 a.m.
- 24 **BOARD OF DIRECTORS**  
Wernik Room—5:30 p.m. Fellowship/6:00 p.m. Meeting



## FEBRUARY

- 2 **PROPERTY COMMITTEE**  
AO Conference Room—9:00 a.m.
- 7 **BOARD GOVERNANCE**  
AO Conference Room—5:30 p.m.
- 8 **CHILD CARE COMMITTEE**  
AO Conference Room—6:00 p.m.
- 13 **FINANCIAL DEVELOPMENT COMMITTEE**  
AO Conference Room—12:00 p.m.
- 14 **SOUTH AMBOY BRANCH BOARD MEETING**  
South Amboy Branch—6:30 p.m.
- 21 **FINANCE COMMITTEE**  
AO Conference Room—6:30 p.m.
- 27 **BOARD OF DIRECTORS (TENTATIVE)**

