



The CEO/CVO Relationship & Its Impact on Philanthropy

NAYDO Webinar
Sponsored by Blackbaud
December 14, 2010

Vision 2020 Campaign Results



Vision 2020 Campaign

Goal: \$75,000,000

Grand Total: \$77,024,742

Thanks to the dedication of our volunteers and staff and the generosity of our joyful givers, the campaign has generated a tremendous amount of positive momentum that has enabled the YMCA to address vital community needs throughout Middle Tennessee and southern Kentucky.

Vision 2020 Campaign Successes:

- **Joe C. Davis YMCA** – Lead Gift \$5,000,000
- **Downtown YMCA** – Lead Gift \$5,000,000
- **North Rutherford Family YMCA** – Lead Gift \$2,000,000
- **Northwest Family YMCA** - Lead Gift \$1,500,000
- **Bellevue Family YMCA** – Lead Gift \$1,000,000
- **Margaret Maddox Family YMCA** – Lead Gift \$1,000,000
- **Urban Services Youth Development Center** - \$250,000
- **Robertson County Family YMCA** – Lead Gift \$250,000
- **Sumner County Family YMCA** – Lead Gift \$200,000
- **Putnam County Family YMCA** – Lead Gift \$200,000
- **Increased We Build People Campaign** – from \$3.2 million in 2002 to \$5.6 million in 2009
- **Planned Giving** - \$15,374,086 in documented gifts and expectancies

Comprehensive Gift Levels:

20 Gifts (\$1 Million and above) \$36,500,000

- 3 gifts of \$5,000,000
- 2 gifts of \$2,000,000
- 5 gifts of \$1,500,000
- 10 gifts of \$1,000,000

10 gifts (\$500,000 to \$999,999) \$6,459,000

14 gifts (\$250,000 to \$499,999) \$3,790,000

40 gifts (\$100,000 to \$249,999) \$5,503,000

37 gifts (\$50,000 to \$99,999) \$2,215,000

66 gifts (\$25,000 to \$49,999) \$1,905,000

The top 187 gifts averaged \$301,455 per gift

Fundamentals First:

**Alignment, Clear Expectations
& Mutual Trust**

A Shared Vision

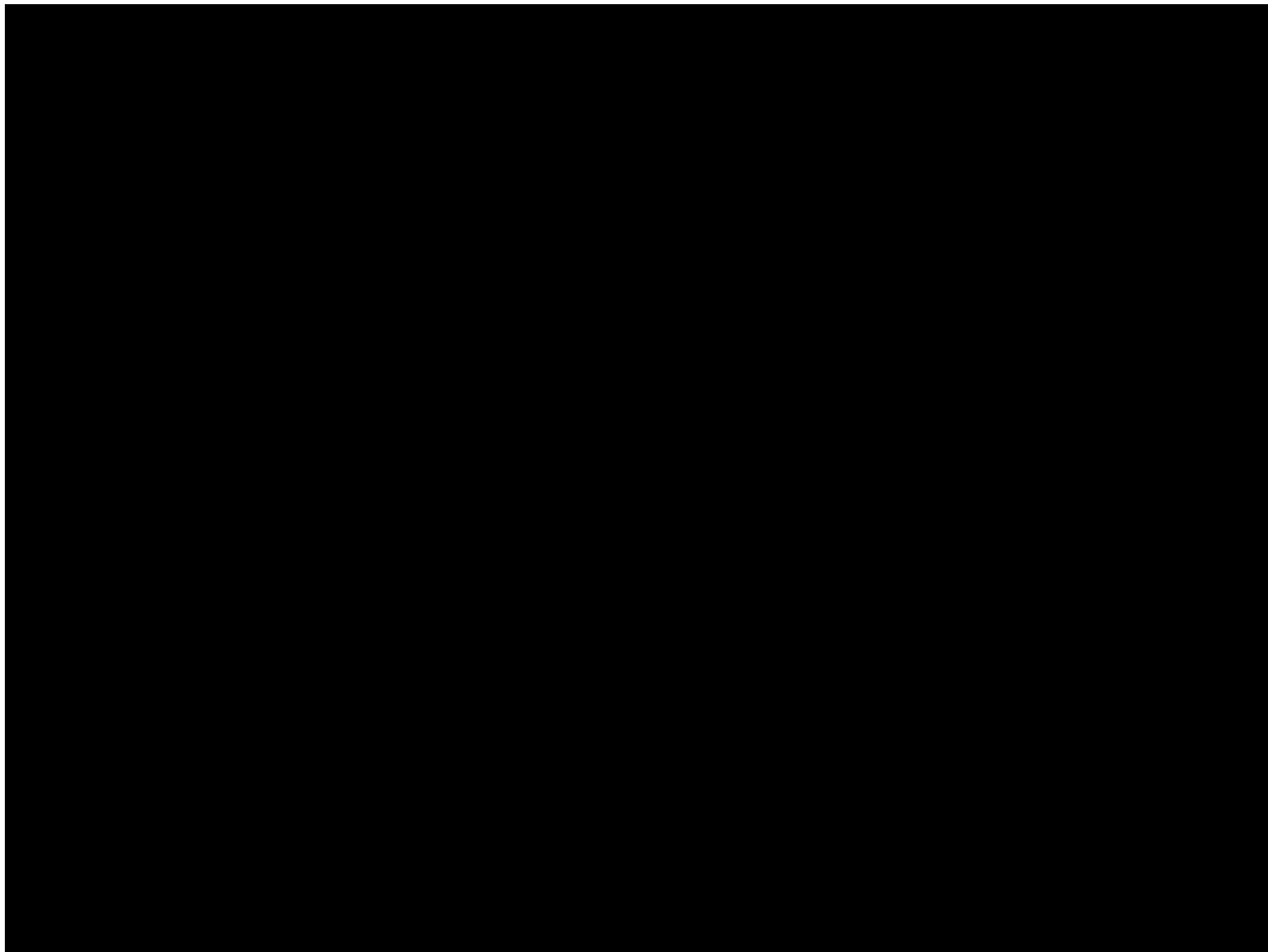
Key Elements

*Leadership by
Example*

*Ensuring the
Legacy*



A Shared Vision





YMCA of Middle Tennessee

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

Vision 2020

OUR MISSION: The YMCA is a worldwide charitable fellowship united by a common loyalty to Jesus Christ for the purpose of helping people grow in spirit, mind and body.

OUR COMMITMENT: We build strong **kids**, strong **families** and strong **communities**.

OUR VALUES: **Caring**, **Honesty**, **Respect**, **Responsibility**

OUR VISION: To be a source of strength to our community by providing an environment where people of all ages, faiths, races, backgrounds and abilities work toward achieving their God-given fullest potential, build friendships, and experience the joy of helping others. We will fulfill this vision by:

Increasing Availability to All

Developing Youth and Teens

Inspiring Healthier Lifestyles

Deepening Member and Community Involvement

Ensuring Our Legacy

A Shared Vision

Resident Camp

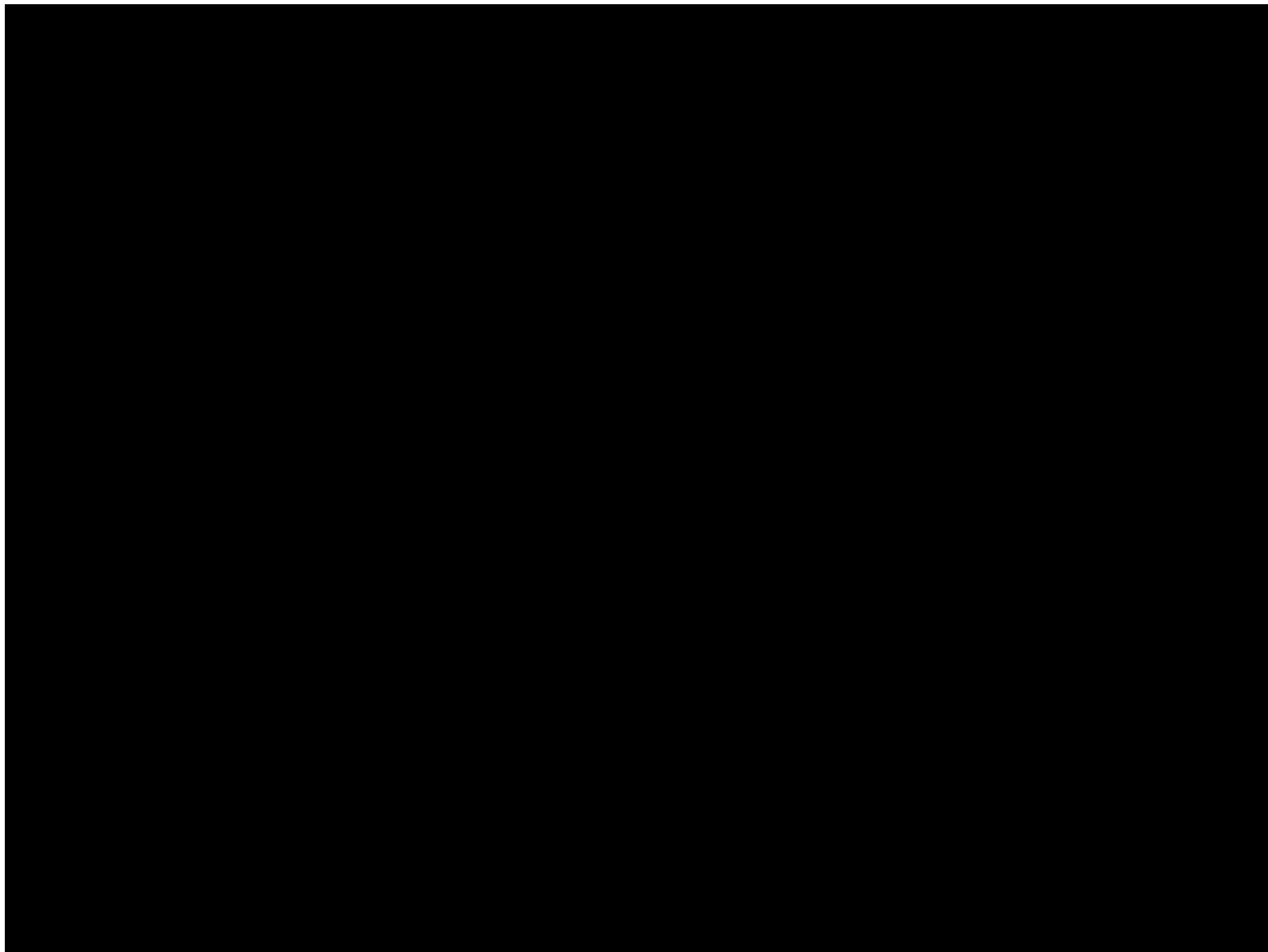


Camper Cabins





Leadership by Example



Have



Fun!



YMCA

of Middle Tennessee

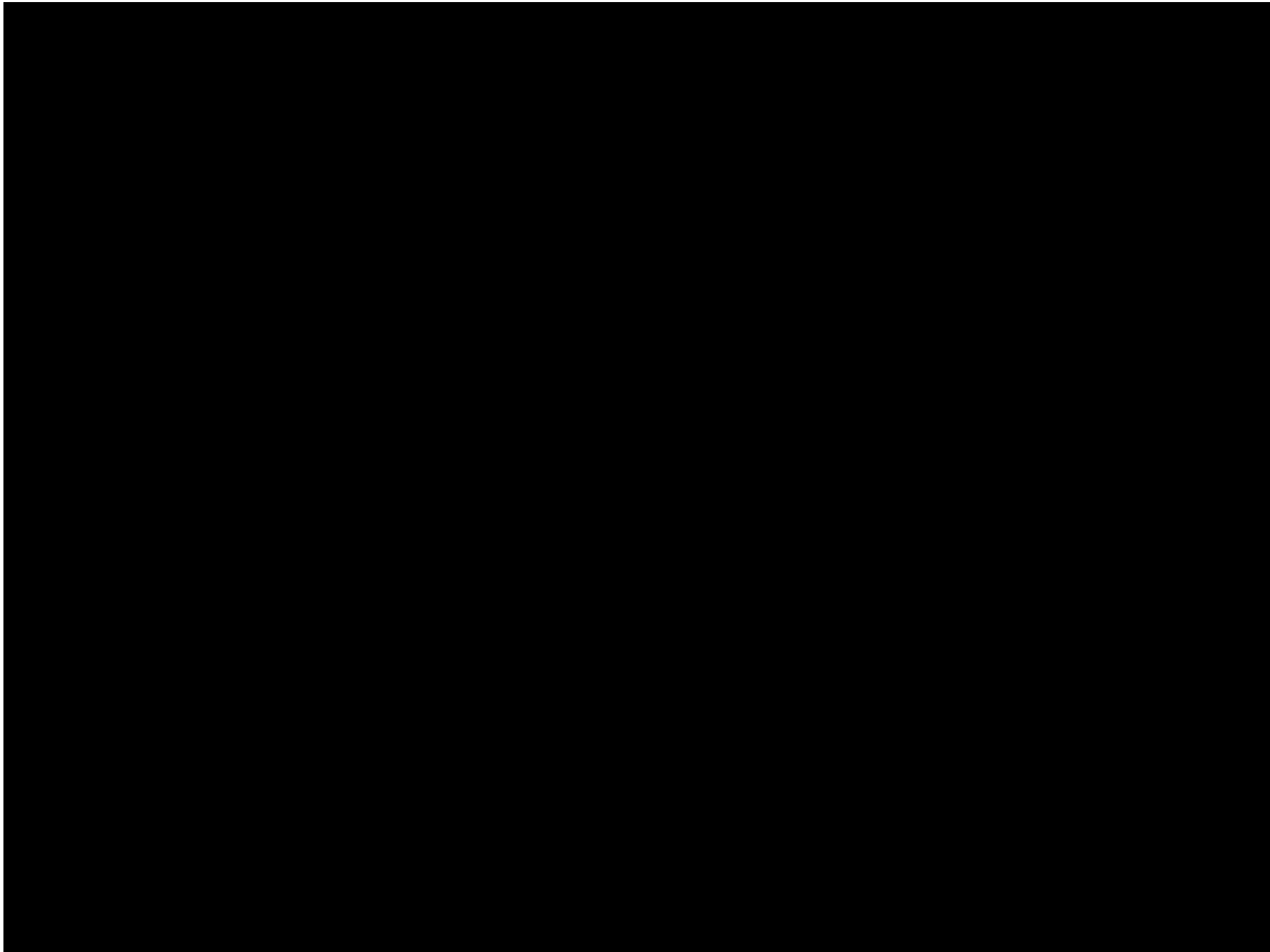








Taking Care of the Legacy



Hope for Life!

Our Mission: The YMCA is a worldwide charitable fellowship united by a common loyalty to Jesus Christ for the purpose of helping people grow in spirit, mind and body.

Our Values: **Caring**, **Honesty**, **Respect** and **Responsibility**

Our Vision: To offer **Hope for Life** to people of all ages, faiths, races, backgrounds and abilities, regardless of their socio-economic circumstances. Through a range of outcome-based quality programs, services, partnerships and collaborations, we will offer hope throughout Middle Tennessee and southern Kentucky by:

Inspiring Youth *Start children off on the way they should go, and when they are old they will not turn from it. Proverbs 22:6*

Our YMCA will create a highway of hope to support youth in becoming caring, responsible adults and will increase efforts to reach and impact youth in underserved communities, especially those who are most challenged socio-economically and educationally. We will continue to provide positive youth development programs throughout our YMCA to help young people from all walks of life strengthen confidence, build character and grow toward achieving their full potential.

Improving Health *Your body is the temple of God. 1 Corinthians 6:19*

Our YMCA will offer a path for all to live healthier in spirit, mind and body. We will seek to improve the overall wellbeing of people in our communities through membership, quality outreach programs and healthy living advocacy.

Creating Community *A sweet friendship refreshes the soul. Proverbs 27:9*

Our YMCA will provide opportunities for people to make meaningful connections with one another through the creation of caring communities that enrich lives, renew the spirit and foster a sense of belonging.

Serving Others *Serve one another in love. Galatians 5:13*

Our YMCA will provide opportunities for anyone to inspire hope in another. By supporting a culture of philanthropy that recognizes the mutual benefit that results from serving others through the sharing of time, talent and treasure, we will strive to positively impact lives in our communities.

YMCA
of Middle Tennessee



