

# THE WATERFRONT COMMUNITY

THE DONOR NEWSLETTER OF THE EMBARCADERO YMCA

## IT'S OFF TO COLLEGE FOR MOST YOUTH CHANCE GRADUATES



Last spring, 18 students graduated from Youth Chance High School with work experience, a support network and high school diplomas. More than 350 people, mostly proud family and friends, showed up for the graduation ceremony in our gymnasium. At that event, there were speeches, tears, cards and a palpable sense that anything is possible. For these students, a high school diploma is a ticket to a new future with potential for higher lifetime earnings, better health prospects and lives as responsible informed citizens.

Thanks to your generous donations, they have attended a free private high school that helped them learn critical personal skills for successful adult lives. The graduates:

**Carlos Anaya** (age 17) has enrolled at San Francisco City College.

**Wilneka Butler** (age 17) works at an after-school program and starts at Los Medanos College this September as a freshman.

**Sari Canul** (age 17) has enrolled as a freshman at San Francisco City College. **Latonya Campbell** (age 18) is enrolled at City College and works as a receptionist.

**Nelly Crisotomos** (age 18) is an in-home care provider for two clients.

**Shante Cullins** (age 18) plans to begin studying at Chabot College.

**Dajahnae Givens** (age 18) works at Macy's.

**Dominic Gutierrez** (age 18) works at the Exploratorium.

**Monica Hinojosa** (age 16) works as an after-school elementary school tutor and is enrolled at City College.

**Antoine Hunter** (age 18) will study musical engineering at Los Medanos Community College this fall.

**Charlisa Nolan** (age 18) came from Job Corps on Treasure Island and works full time at a nonprofit.

**Kareem Rady** (age 18) works part-time as a mechanic and will attend Contra Costa Community College.

**Marvin Reinso** (age 17) works at the San Francisco airport part-time and plans to attend City College.

**Selina Rodriguez** (age 19) has begun studying nursing at Arbitos Nursing Program.

**Karla Santos** (age 18) attends City College.

**Nickia Spivey** (age 17) has been promoted to outreach coordinator at a San Francisco Youth Development Program called CHALK. She also attends Laney College.

**Jalon Walker** (age 18) is currently looking for part-time employment and will start at Diablo Valley College.

**Joshua Williams** (age 18) was recently promoted to head technology for CHALK and also attends Laney College.

FALL 2011

### BOARD OF MANAGERS

**Board Chair: Jennifer Shoda**  
Snyder, Miller & Orton, LLP

**Jeff Anderson**  
IBM Corporation

**Lisa Bottom**  
Gensler

**Julie Crumrine**  
Wells Fargo Bank

**Rebecca A. Falk**  
Morgan, Lewis & Bockius, LLP

**Tricia Gellman**  
Salesforce.com

**Joseph Guevara**  
Lenox Advisors

**Kathy Holmes**  
Nichole Jordan

**Nichole Jordan**  
Pacific Gas and Electric Company

**James Kramer**  
Orrick, Herrington & Sutcliffe, LLP

**Mike Korn**  
Integro Insurance Brokers

**Quintin Mecke**  
City of San Francisco

**Peter Meringolo**  
Snyder, Miller and Orton, LLP

**Bob Mullen**  
Schiff Hardin, LLP

**Jennifer Murray**  
Zynga

**Nupur Prakash**  
Microsoft

**Robin Reilly**  
Pacific Gas and Electric Company

**Jeff Schindler**  
Haight Ashbury Free Clinics

**Patricia Shore**  
ERS Group

**John Spensieri**  
Morgan Stanley Smith Barney

**Anne Thilges**  
George Tong

**George Tong**  
Piper Jaffray

**Karl Torke**  
EPIQ Systems

**Andrew Trombley**  
Financial Consultant

**Jeremy Welland**  
Pacific Gas and Electric Company

**Leina Zimmermann**  
Skyline Construction



## EXECUTIVE DIRECTOR REPORT FROM HEIDI JAMES

Because of your support of the Embarcadero YMCA, you helped a youth graduate from high school. You helped children living in the South-of-Market neighborhood access safe places and caring adults after school. You helped members of our community discover new paths to wellness: whether they were working out, playing wheelchair rugby, connecting with others in group exercise classes or stretching their skills in our Youth & Government program. The community programs of the Embarcadero YMCA really do change lives...every day. With the new fiscal year and the beginning of the school year, I wanted to take the

time to thank every one of our donors for your consistent support and generosity that allow us to deliver life-changing programs.

### Fiscal Year 2010–2011 in Review

#### Board of Managers

**Challenge:** To position ourselves in the community and raise more charitable dollars, we need to more fully engage our corporate partners and surrounding community.

**Opportunity:** Under the leadership of board chair Jim Kramer, our board has grown from 21 to 26. This is due to the diligent efforts of our board development committee, board members and staff.

#### Membership Development

**Challenge:** Over the past three years, membership has declined by 1200 members, significantly hitting our revenue.

**Opportunity:** We fully implemented a new YMCA initiative

called Mission Sales, and have seen an increase of 200 units over the past eight months—the largest increase we have seen in more than two years. We plan to continue this positive trend in 2011–12 by focusing on Mission Sales, having a marketing plan to increase foot traffic and retaining members through a member engagement program.

#### Youth Chance High School

**Challenge:** In August, we learned of a cut in our San Francisco Department of Children Youth and their Families (DCYF) funding of almost \$90,000. The following month we lost our school principal who resigned to accept a position with the Oakland Unified School District.

**Opportunity:** We were able to secure funding from an anonymous donor and graduated 18 students in May. Under the leadership of board member Peter Meringolo, we formed an Advisory Committee that has developed a strategic plan for the school through 2015. We look forward to presenting this long-term plan and our budget projections at the September board meeting.

#### Financial Development

**Challenge:** We lost key DCYF funding for Youth Chance High School and continue to experience many challenges in this struggling economy.

**Opportunity:** Thanks to a dedicated board and staff, we have continued to become more sophisticated and intentional in our fundraising efforts. To match increased demand for services, we've raised a total of \$833,861 in philanthropic dollars, an increase of 17% over last year.

This year, we will build on our philanthropic success with our new Major Gifts committee, an increased annual campaign goal, new government and foundation grants, and Heritage Club membership growth.



## WHEELCHAIR RUGBY PLAYER OFF TO COLLEGE

Eric Baker is leaving home for college next week. The 19 year old has a partial scholarship to the University of Arizona at Tucson. He thought he might get a water polo or swimming scholarship but instead received one for his prowess in wheelchair rugby, which he's played for the last two years.

The day before Baker's 17th birthday at the last game of a water polo tournament, he dove into the pool and flipped, sending him deeper into the water than he planned with his head hitting the bottom of the pool. He broke two vertebrae in his neck and damaged his spinal cord. But

while I was still in the hospital," he said. "I watched that movie 'Murderball' and I thought 'that looks awesome, I want to play that' and my mom said, 'Are you serious?'"

Baker said he couldn't find any teams in Merced and was really busy with physical therapy. He tried swimming, cycling with a hand crank machine for exercise but they didn't match the types of competitive sports he was used to.

"One day at physical therapy, as I was rolling out, this one kid rolled in with scrapes all over his arms and says, 'Hey, you'll never guess what I played this weekend, I played rugby.'

moving off to college on my own and I'm competitive and working out every day. Rugby doesn't just help me athletically. It helps with everything we do. The main thing it helps with is recovering my independence because when I can't figure something out, I know that I can go on Saturday and ask five other guys how they do it because they've been doing it for years."

Baker said University of Arizona has five other adaptive wheelchair sport teams so he is excited about moving off to college where he can learn and join a whole community of athletes like him.

"I know if I have any trouble going off



it turns out that he can still be an athlete: those same shoulder muscles he developed as a swimmer and water polo player are perfect for wheelchair rugby.

Baker lives in Merced and ever since he heard about the Embarcadero YMCA's wheelchair rugby program, he has made the trek to San Francisco to play with our team on Saturday afternoons.

"I initially heard about wheelchair rugby

I stopped in my tracks and said, "Where do you play?" and he told me "the Embarcadero YMCA," I think I went the very next weekend."

"He's been coming every weekend since then," said his mother, Michelle Baker, who is reluctant to see her youngest son of three leave home and head off to college.

For the first couple of months, the drive was the hardest part but doing it every Saturday, it just got easier," he said. "The age difference was the first thing I noticed when I went there but it just dwindled away because it kind of just became that they were older brothers and mentors who had so much life experience."

"I am not unique. I am a living example of what this program does," he said.

"Two years ago, when I went there, I needed a lot of help and now I'm

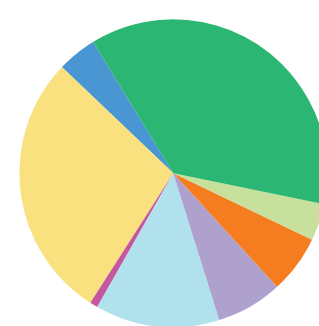


to college I can talk to team mates and my coaches," he said. "And it sets my mom's mind at ease, I'm not there completely alone."

## WHY SHOULD EMBARCADERO Y MEMBERS DONATE?

### MONTHLY DUES FUND FACILITY OPERATIONS

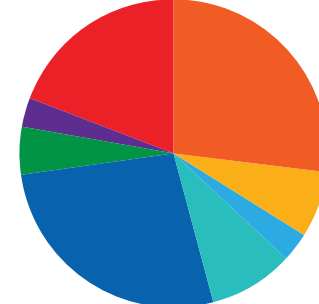
#### YOUR 2011-2012 MEMBERSHIP DUES AT WORK



- Member Financial Aid – 37%
- Rich Sorro Commons – 4%
- Canon Barcus – 6%
- Camp Scholarships – 7%
- Bessie Carmichael Elementary – 13%
- Program Scholarships – 1%
- Youth Chance High School – 28%
- Exercise Made for People with Disabilities – 4%

### WHY DO WE ASK YOU TO DONATE?

#### DONATIONS FUND OUR COMMUNITY PROGRAMS



- Member Services – 27%
- Aquatics – 7%
- Group Exercise – 3%
- Fitness Floor & Staff – 9%
- Maintenance, Cleaning, Utilities & Insurance – 27%
- Renovation Loan Payments – 5%
- Towels – 3%
- Management & Administration – 19%

### Member Scholarship

"I'm in quite good health and have fewer medical problems than most friends my age. I attribute this to the Embarcadero YMCA. I have worked out here continuously since 1982."

—Markley Morris, age 78

### Summer Camp Scholarships

"Y camp allowed my youngest daughter Amy to make friends she still has from her first year of camp. As a counselor in training, she has become a true leader, learning to be vocal, patient and compassionate to campers and peers. Without financial assistance our lives would be extremely different."

—Lisa Lim, mother of Amy, age 15, camp and swim lesson participant

### Canon Barcus After School Program

"The Y Program has provided a safe and nurturing environment for my six-year-old daughter and supported her social and academic development. I'm graduated from college this year and was able to focus on my academics and support my daughter's academics because she had the Y."

—Krystal Morales, age 25, formerly homeless resident at Canon Barcus

## SOMETIMES IT TAKES A FRIEND TO MAKE A FRIEND

By Katie Keers, Camp Coordinator

Friendship. It's something so simple, and so complex. One of the most important benefits campers receive from going to day camp is the new friendships they make. For some, it's as easy as just walking up to someone and saying hello, while for others, it's more of a process.

One day, a new camper came up, tugged on my elbow and asked me a most innocent but difficult question. "Can you help me make a friend?"

I looked down at her, speechless by what she had just asked of me. How do you make friends? You can play ice-breaker and name games all day long, but how do you make that spark with another person happen? Of course, I couldn't refuse her request, so I scanned the playground for a camper who would make a suitable companion. I spotted a group of campers whose kindness I'd always

admired. I introduced them to her, got them talking and left them to let their friendships form. Mission accomplished, right?

Wrong. While I was patting myself on the back, I saw our new camper playing—all alone. When I asked her what happened, she said, "They didn't see like they could be my friends." I thought about this statement for a moment before realizing that I had made a mistake trying to choose for her who could be her friend. I knelt down next to her and said, "Did you see me as someone who could be your friend?" "Yes" she said. I told her, "Well, then, you've already made a friend. Now let me introduce you to some of mine. If you like them, great, if you don't you've still got me and I've got you." The smile on her face stays with me still, and from that day on she was never without a friend.



Parents of current and former campers agree. "Y camp allowed my youngest daughter Amy to make friends she still has from her first year of camp," parent Lisa Lim recently wrote to us. Y camp gives campers the rare gift of learning how to make a friend.