



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

July 28, 2010

Dear Lake County YMCA Member,

As you may know, on July 12, the YMCA of the USA revealed the new vibrant logo which is primarily a re-branding and revitalization of our name and logo. While we will always be the Lake County YMCA, we all refer to our organization as "the Y" and the re-branding recognizes that. It is meant to emphasize the diversity and energy in today's Y – to help us show our communities all the aspects of today's Y that make us such an important community asset. While these are exciting and positive changes, there has been confusion about what it all means.

I am writing to you because some people in our community are concerned that the visual change may also mean we are changing our mission and values. This is absolutely not true. To provide the community with facts and reassure the public that our goals and focus remain as they have always been, I have written an opinion-editorial (op-ed) piece that appeared in The News-Herald and is also located on this website.

I want to emphasize that the Y's mission continues to be to put Christian principles into practice through programs that build healthy spirit, mind and body for all. We will accomplish this every day through our core values of caring, honesty, respect, and responsibility. We remain committed to:

- Youth Development -- nurturing the potential of every child and teen
- Healthy Living -- improving the nation's health and well-being
- Social Responsibility -- giving back and providing support to our neighbors

For your information, enclosed is an advance copy of the opinion piece that I would like to share with you. As I say in the op-ed, we're excited about the future of our Lake County YMCA. You are important to the Y and the Y's future. We hope you will join us as we use this opportunity to be an even stronger community resource.

Sincerely,

Dick Bennett
CEO/Executive Director