



1967 – 2010



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Dear Friend:

Soon you will notice that the Y is changing the way we present ourselves. For the first time in 43 years, we are unveiling a new brand strategy.

This change comes at a critical time, because it is designed to increase understanding of the impact we are making in the community. Our nation and community face unprecedented challenges, and the Y wants to open its doors to more people who can benefit from what we have to offer.

At the Y, we've always known that positive change only comes about when we invest in our kids, our health and our neighbors. And that's why we're here. We have three areas of focus:

- **Youth Development**, because young people need caring adults to provide support, guidance and encouragement as they grow.
- **Healthy Living**, because wellness in spirit, mind and body strengthens our very being, and enhances our interactions with others.
- **Social Responsibility**, because we truly are in this together, and together we can harness our individual strengths and bring about positive change around us.

So while we will be changing our logo to better reflect the work we do and the positive impact we make, we're still supporting the communities we serve in the same way we always have. Also, our mission remains the same: to put Christian principles, including honesty, caring, respect and responsibility, into practice through programs that build healthy spirit, mind and body for all. Please note that the letters YMCA now have a place in the logo -- a reflection of our proud heritage.

As always, we welcome your input and invite you to share your thoughts with us!