FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ALIGNING LEADERSHIP IN ADVANCING A CULTURE OF PHILANTHROPY

YMCA of Northwest North Carolina

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NAYDO WEBINAR SERIES
Sponsored by: daxko®

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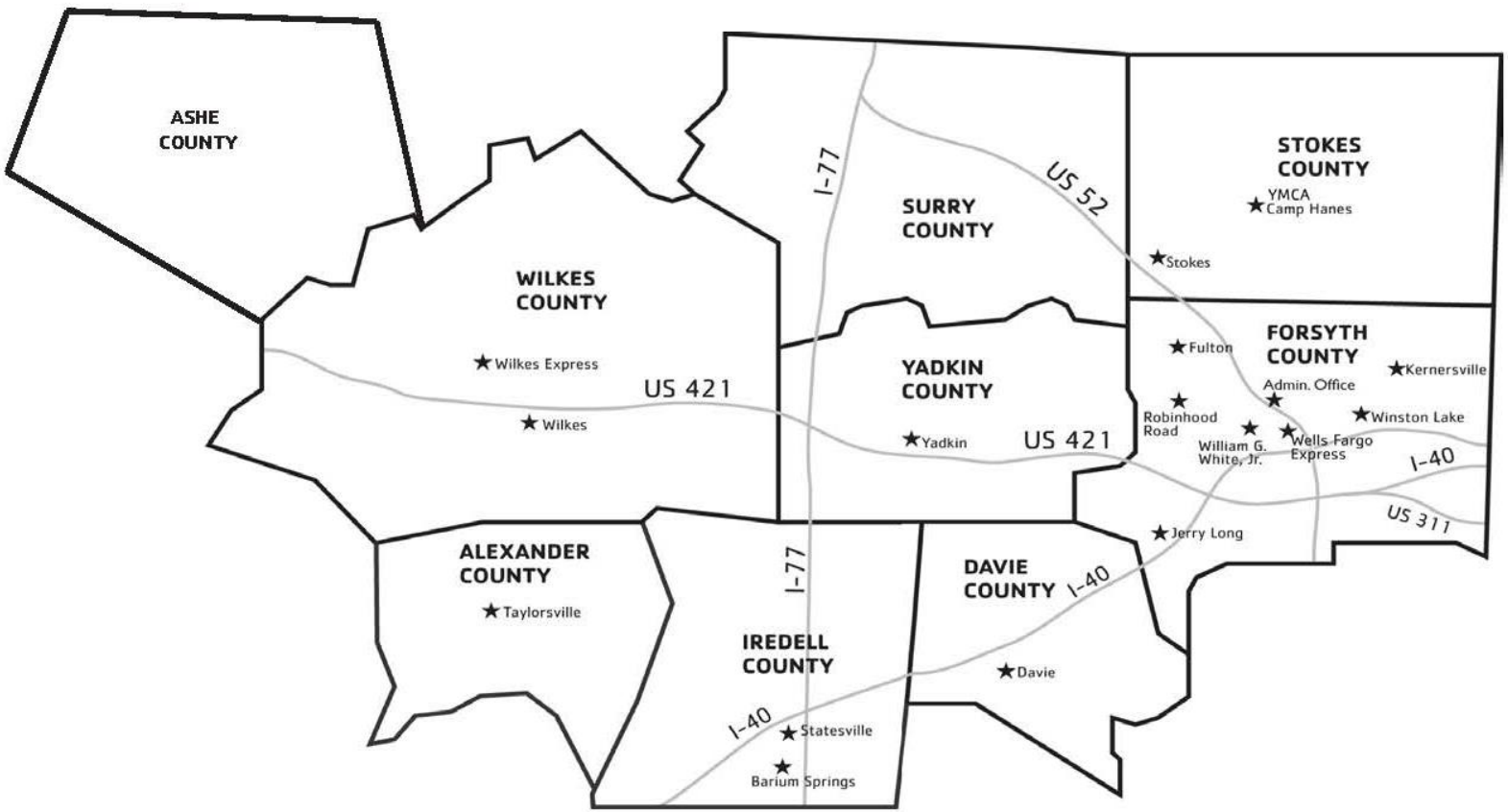
YMCA OF NORTHWEST NORTH CAROLINA



ASSOCIATION PROFILE

Locations: 14 branches (includes 12 full facilities, a Childcare Services branch and YMCA Camp Hanes), four Express YMCA facilities, five managed wellness facilities and over 40 before/after school care sites.

Managed by: Employed Staff (1,581 employees of whom 164 are full-time, 1,162 part-time and 255 are seasonal).

People Served: 76,325 members; with program participants, over 149,000 are served annually.

Budget: $34M of which $600K is received from seven area United Ways/United Funds.

Community Benefit: Through Annual Giving Campaign support and grants, in 2015 our Y provided $4.8M in charitable assistance, scholarships, subsidized and free programs to members and program participants.

Volunteers: During 2015, 3,006 volunteers provided 51,909 hours of service throughout our Association as board members, storytellers, coaches and program volunteers.

THE JOURNEY BEGINS – NAYDO 2010

CULTURE OF PHILANTHROPY

ORGANIZATIONAL VALUES AND PRACTICES THAT SUPPORT AND NURTURE FINANCIAL DEVELOPMENT WITHIN AN ORGANIZATION.

CONDITIONS THAT DEVELOP SUPPORT AND MAINTAIN A HEALTHY CULTURE OF PHILANTHROPY

Leadership is committed, aligned and personally involved in fundraising.

All levels of the organization are involved and held responsible for relationship building.

Everyone (across all positions) promotes philanthropy and can articulate the case for giving.

Financial Development is viewed and valued as a mission-aligned program of the organization and adequately resourced for success.

Organizational systems are established to support donors having a positive experience.

Philanthropy Program has a strategic long-term focus with measurable goals.

CREATING A CULTURE OF PHILANTHROPY

- It takes time!
- Requires an “operational shift.”
- Philanthropy is part of everything we do.
- Philanthropy is everyone’s business.

CREATING A CULTURE OF PHILANTHROPY

Shift your voice – voices are heard, words are understood.

Shift your story – year-round, mission-driven communication.

Shift from a donor to an investor–

loyalty giving to a passionate investor.

Shift from operation to impact

"Work the plan, trust the plan."–

recognize a **cultural shift** takes time.

VOICE

Association-wide commitment to philanthropy.

Listen First – Get their stories on the table.

Start internally with the family: staff and volunteers – not asking them for money, unleashing their passion.

STORY

Share your Y story – it's the best one there is.

Collect and share stories year-round – written and on video (cell phones work great).

Small audiences (Mission moments at Board and Staff meetings) **to large audiences** (Newsletters and the media).

INVESTOR

Give everyone the opportunity to give – staff at all levels. Commit to grow the donor base, predominantly through membership.

Understand the investors' needs/wants/passion/desire.

What's the return on their investment?

Quantify and provide data and results.

Shift their "accounts" from "blind trusts" to "online" accounts.

IMPACT

What the Y gives back to the community:

It's **less about financial assistance** and **more about community benefit** (include program subsidy, volunteer time commitment, financial assistance, etc.)

SO WHAT HAPPENED?

Year	Goal	Raised	Donors
2010	$1.375M	$1.442M	6,302
2011	$1.545M	$1.612M	6,778
2012	$1.678M	$1.765M	6,714
2013	$1.9M	$1.974M	7,618
2014	$2.1M	$2.15M	8,169
2015	$2.3M	$2.338M	8,270
2016	**$2.5M**	**$2.52M**	**8,310**

SO WHAT HAPPENED?

Year	CRTs	CRT Dollars	Board Giving	Staff Giving
2010	559	$869K	$193K	$137K
2011	623	$975K	$217K	$188K
2012	708	$1.13M	$230K	$197K
2013	739	$1.195M	$253K	$223K
2014	784	$1.253M	$258K	$248K
2015	856	$1.498M	$292K	$246K
2016	**911**	**$1.627M**	**$319K**	**$256K**

SUSTAINABILITY

Board leadership sets the example, and maintains the focus.

CEO and senior leadership commitment – key component of annual goals.

It is now our culture.

Questions?

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