



A Partnership:

The New Y Capital Campaign is being conducted under a partnership between the Community Foundation and the Grand Traverse Bay YMCA. This is the first major capital campaign for this YMCA and the Community Foundation's expertise is valuable to make the campaign successful.

The Community Foundation represents a variety of component funds and \$39 million in assets, creating broad opportunities that benefit community enrichment, cultural arts, environmental, and youth and education causes. The Community Foundation provides expertise to nonprofits in the areas of philanthropic marketing, campaign implementation, and endowment building.

The Community Foundation has provided to the New Y Capital Campaign:

- Leadership and planning
- Marketing materials
- Executive Search in securing a new director of development
- Gift and pledge processing
- Secure stewardship of campaign donations in its conservative approach to cash management

Donations for the New Y Capital Campaign come to the Community Foundation are properly acknowledged, and funds are held until needed by the Grand Traverse Bay YMCA to build the new YMCA campus.

Staffs from both organizations meet regularly to plan and implement the campaign.