



Dear Y's Friends

My theme 'Be the Light of Hope' is being taken earnestly by Y's members. It took us 86 years to attain 30,000 members. This year I desired a shift in our focus from service to membership, the machinery for service, which was endorsed by ICM 08. Today, global Y's members in all their forums and meetings are discussing only about membership retention, recruitment and extension. Though late, this process is a very good sign to energise our organisation. For this we have to address many issues.

The first in the list is the decreasing membership in the North American clubs. An EMC work session for leaders in North America was conducted in November 08 at Minneapolis. It was a great success and highly productive when looking at the commitment of 525 members increase in US Area and 50 members increase in Canada/Caribbean Area. We should remember that it is not only arresting the decreasing trend but also reversing it with high momentum.

My visits to Finland - Estonia in Sept 08 and Moscow in Oct 08 were very encouraging in their efforts in extension. I could motivate these younger clubs with more aspiration and achievement purpose.

The feedback from Regions in Korea, Japan and India is very encouraging and they have taken it as a challenge to strengthen our organisation.

I am glad to inform you that the *Roll Back Malaria* project will turn out to be a great success in addition to other on-going projects. This has also given us great impetus in our image, especially due to our association with United Nations. But it is only the tip of the iceberg. The real issue is how

relevant we have to be in our outlook and thinking to attract members whose aspirations and life-style bear no comparison to how we were before.

The EMC work session for North American clubs has given us many insights regarding our image, marketing materials, product, process and also the need for change for survival.

The Service Club Leaders conference in Philadelphia was an eye opener to distinguish the changing aspiration of the population and the relevance of voluntary organizations globally and the hurdles we come across in the membership recruitment process.

All these signal the necessity for change to modernise our organisation to make it more relevant to society. This change has to come from macro level to micro level. Let us be the agents for change to meet the challenges by becoming the Light of Hope through our willingness to Share with a Smile for Extension! Extension!! Extension!!!

Sincerely yours, IP Bashir

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*Deadline for contributions to next issue  
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# IP Bulletin and IHQ News

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## Finances 2007/08

Some people say that a lot of figures – and especially financial ones – are boring. But that need not be true. Please come with me to digest some pieces of different cakes in a Tea Time experience.

### 1. *Programme/Project cake:*

This cake consists of a large layer of TOF contributions with three smaller layers from donations for the BF Programme, ASF Fund and Endowment Fund.



During the year 2007/08 all Y's Men (that is you) donated totally around 558,000 Swiss Francs (CHF).

Out of this amount:

**Time of Fast** received contributions of 281,500 CHF. From these funds 11 TOF Projects are being financed in 9 countries.

**Brotherhood Fund** had 178,800 CHF donated and was used for 21 BF Delegate full Grants, 63 BF Partial Grants, 75,000 CHF to Areas for BF Work and Area Travel and 20,000 CHF for Youth Convocation 2008.

**Alexander Scholarship Fund** accounted for donations of 14,300 CHF. This is only 10% of club collections with the other 90% kept in the Areas for local support of YMCA Leader Training. We had a request for 16,000 CHF from the World Alliance of YMCAs to support their



Leadership training, which was given.

**Endowment Fund** had new contributions of 144,400 CHF and 14 Icebergs and Plaques were given to honour donations of 1,000 US\$. The money went into the Endowment Fund to ensure the long life of our organisation.

### 2. *Cake of our Operations Income:*

80% comes from your International dues  
5% is interest etc. from our General Fund, which is built up from surpluses of previous years

12% came from Programme contributions for Special development Support, Extension etc.

2% came from Programme contributions for administration.

1% came from Miscellaneous (Club chartering etc.)

Altogether the operations income came to 1,090,000 CHF.

THANK YOU very much for YOUR dues.



Now take a little break, take a cup of coffee/tea and see how our Operations Cake is shared.



### 3. *Operation Expenses Cake:*

Operation Expenses are not only Administration but also Investments into the Future and Youth as well as Expenses for Training, Mid-Year-Meetings, International Council Meetings etc. Have a look at the different slices.

#### **Investment into Y's Development**

4.3% of all expenses go into investments for Leadership Training, Forward Planning, Y's Image and Marketing.

7.1% is used for support of Extension and Membership

2.4% is spent for support of Y's youth with their newsletter and Youth Convocations

4.5% we use for communication to you with Y's Men's World and YMCA World

13.3% for necessary travel to Meetings like International Conventions, Mid-Year-Meetings

3.6% covers the cost for administration and travel of IPs, IT, ISDs, UN/YMCA-Liaison and the Historian



All this had to be administered by our International Headquarters. Caring for members (YOU), clubs, Regions, Area, reporting and accounting throughout the whole world. For these efforts the following proportions were necessary:

11.3% for rent, material, energy, communication and other costs of the Headquarters

50.1% for personnel (salaries, social cost, benefits etc.).

This covers 3.5 staff, one Youth Intern and ISG in the office. We

have a smaller staff to member ratio than most NGOs and they carry a large workload.

3.4% used for miscellaneous expenditures and contingencies.

This is the end of our rather voluminous five o'clock tea, I hope you did not get indigestion!

But THANK YOU for your company; I hope I answered all questions you had. If not, don't hesitate to write to me at: dietzel.klaus@ysmen.de

Klaus Dietzel, International Treasurer

## YES - A New International Programme is Born

By Poul-Henrik Hove Jakobsen, Chairman of the YES Task Force

YES is an abbreviation for Y's Extension Support Programme.

### *Purpose of YES*

The purpose of YES is to give clubs and individuals the possibility to contribute to Extension Activities done by Y's Men all over the world.

### *Background for YES*

The background for the new YES Programme is that extension is the life-blood of our organisation. Our organisation has for years suffered from insufficient money for extension purposes. The International Council has therefore decided to establish a new programme which gives clubs and individuals the possibility to contribute for extension purposes, so that the full contribution will be used for extension purposes right away.

### *Why YES?*

Other service organisations all over the world are declining these years. With the initiative of establishing the new YES Programme, the International Council hopes that we can avoid a declining trend in our organisation. You probably already know that the interest from Endowment Fund (EF) is used for Special Development Support (SDS), also covering extension purposes. The amount for EF has been of great benefit to Regions around the world, but a lot more money is needed for extension. Clubs have given fine donations to EF during the years and the fund has now reached more than 2 million US\$. It's a sufficient back up capital for YMI, and it is expected that the Endowment Fund trustees will still allow the interest from those 2 million US\$ to be used for YMI development purposes. However we need more money to go directly towards extension now. ***Your donations to YES will make your money work for extension right now.***

### *Why is your contribution to YES so important?*

The longest lasting support for a community is if a new local Y's Men's Club is established. If we support one local project that specific project will benefit from our support, but if we establish a local Y's Men's Club many projects will benefit for years. Extension for a new club is therefore the best way of ensuring long lasting support, and fulfilling our obligation to serve for YMCA and support other worthy organisations.

***Be the Light of Hope***



### *Donations*

2/3 of donations to YES will be returned to the Area where the donation comes from. The money will mostly work where it is given. That is the reason why the International Council decided that a minimum of 2/3 of your contribution to YES shall automatically be returned directly to the Area where the contribution comes from, to be used by Regions in that Area for extension projects. The remaining 1/3 will also be used for extension purposes, either by distribution of the money to the most deserving Areas or by the International Service Director for YES at International level. To kick-start the YES Programme the International Council also decided that 10% of the YMI budget surplus each year shall be allocated to YES. IHQ is ready to receive your contribution to YES. Those clubs and individuals who contribute to YES with a certain amount will receive an award.

### *A Generous Gift*



The Danish Church Media Center celebrated its 20<sup>th</sup> Anniversary last October in Aarhus, Denmark – a special event, which was happily attended by Y's Men International representatives, IPIP Lasse Bergstedt, IPE Kevin Cummings and ISG Rolando Dalmás. It was during this celebration that Mr. Morten Aagaard, Chairman of the Danish Church Media Center, presented to Y's Men International a very generous gift: 'The Development and Design of a New Website and Internet Communication for Y's Men International and its Eight Areas'. The gift also includes the training of the International Webmaster and the eight associated Area Webmasters in the latest IT software – to ensure the optimal management and utilisation of the new site. The first draft of the new Website will be presented during MYM 09.

## Partners in Joint Efforts

By ISG Rolando Dalmás

In recent years the mutual cooperation between the YMCA and Y's Men has shown many clear signs of closeness, not only at the international level of both organisations, but also at the national and local levels.

In March 08, then IP Lasse Bergstedt and I were invited by an Egyptian Y's Man living in the USA to visit Egypt and see the functioning of the Y's Men and YMCA in that country. Our visit was fully supported by both organisations in Egypt. As a consequence of that visit, the leaders of the National Council of YMCAs of Egypt invited me to attend a YMCA workshop, with the participation of leaders of the twenty-three local YMCAs in Egypt. The workshop had the clear objective of promoting the formation of Y's Men's Clubs in the local YMCAs.

This YMCA workshop took place in Alexandria, Egypt, in October this year and was attended by more than forty national and local YMCA leaders. The outcome of this joint effort was a high motivation of the leaders of many local YMCAs to promote the formation of Y's Men's Clubs, recognising that our organisation is an additional tool for the YMCAs' resource mobilisation.

We had a similar experience in June 08, when Y's Men's Clubs were chartered in three new countries in Latin America: Costa Rica, Nicaragua and Ecuador. These three new clubs started within and with the full support of the YMCA, the involvement of the YMCA staff and volunteers being vital for the planting of the Y's Men Flag in those three countries.

These examples of cooperation illustrate opportunities to extend our organisation in countries where the mobilisation of human and financial resources is needed to serve the YMCA and the community on a greater scale. What is more, to start Y's Men's Clubs within and with the full support of the YMCA is in line with the origin and purpose of our organisation in 1922 in Toledo, Ohio.

The seed is planted, but it needs to be cultivated to produce fruits, and this demands care, dedication and time from the YMCA and Y's Men International. Winds, which are refreshing, strengthening and extending Y's Men, are blowing in many places around the globe. Let us hope that our organisation is starting a new stage in its life, becoming more relevant to the community in the present time.



**Remember the closing date is March 31st 2009**

The *Roll Back Malaria* project is capturing the imagination of our members. In many club and Regional bulletins the project is being well promoted.

Region Denmark has started a fund raising and awareness programme for the *Roll Back Malaria* Project. They have ordered 10,000 mosquito swatters and decorated them with a logo and message of the Roll Back project. About 100 clubs are taking part and members will sell the swatters for 20 DKr each. The club pays 3 DKr for each swatter, 12.50 goes to the RBM project and 4.50 is retained by the club who can donate to the project or use for other charity projects. The Region's target is 3,500 anti-mosquito kits, 17.5% of the international target.



The Y Service Club of Bendigo, Australia, has pledged a minimum of 500 Au\$ with a request to members for further personal donations.

Owen Sound Y Service Club, Canada, hosted an information talk by an expert on tropical diseases to raise awareness and promote the project.

Kingswood Y's Men's Club, England, have a communal Christmas card when members pay to have their greetings on a card given to all members. This saves individual cards and they pay a charity donation for the money saved. This year the money will go to *Roll Back Malaria*.

In the first month of the campaign Seal Beach Leisure World Y's Men's Club, USA, has already raised 1,114 US\$ or 2 net packages per member. We are not stopping and hope to double that in the coming months. If a bunch of old retired folks can do it, we can see the movement well exceeding the goal of 20,000 units.

The USA Area is arranging for contributions to the *Roll Back Malaria* project to be tax deductible.