



Y Buckeye Bulletin

A Newsletter for the Ohio Alliance of YMCAs

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BOARD GOVERNANCE

THE BOARD'S ROLE IN ADVOCACY: AN EXPECTATION FOR ENGAGED LEADERSHIP

Advocacy is a powerful way to leverage the important work that your organization does. Board members— as influential community leaders— can help increase the likelihood of your nonprofit's success by engaging in advocacy. Being an advocate is directly connected to each board member's fundamental responsibility to champion the organization's work—to stand for your mission.

An Opportunity. An Expectation. A Responsibility.

By joining a board, an individual is making a public commitment to support and strengthen an organization by providing her or his leadership, expertise, and influence to advance the organization's mission and impact. Many boards spend a lot of time "going inside," focusing on their organization's internal matters, such as accountability, finances, and programs. And while this kind of oversight is important, board members must also advance their mission by "going outside" the organization serving as connectors, ambassadors, and advocates.

According to BoardSource's Ten Basic Responsibilities of Nonprofit Board Members, the definitive resource on the core roles and responsibilities of nonprofit board members:

- The board's responsibility to advocate is about fulfilling your organization's mission. "A commitment to the organization's mission should drive the board's priorities...boards and their members should be conscientious ambassadors and advocate for their organizations."
- Each individual board member should be an ambassador for the mission. "While advocacy as an organizational strategy pertains to the full board, it is individual board members whose voices...matter the most."
- Board members have a unique and important voice that decision-makers need to hear. "The voice of the unpaid, volunteer board member, acting or speaking out of altruism and passion for a worthy cause, is potentially much more influential than the highest paid lobbyist. Never underestimate the impact that a volunteer board member [can have]."

How Can Nonprofits Engage in Advocacy?

Many organizations avoid advocacy because they think that it is somehow wrong. But the truth is, as a nonprofit organization, you have a right and

BOARD GOVERNANCE

a responsibility to advocate for or against decisions that could help or hurt your organization's mission. Advocacy is a broad term that covers a range of activities, including the following:

- **Legislative Lobbying:** Working for or against a specific piece of legislation. Most nonprofits are allowed to engage in a limited amount of legislative lobbying, which can be a very important way to advance—or protect—your organization's mission and impact.
- **Election-Related Activities:** Nonprofit organizations may engage in nonpartisan voter registration, education and turnout activities. However, supporting or opposing a specific candidate (or set of candidates or a political party) is never allowed for 501(c)(3) organizations, and not what we are talking about when we talk about advocacy.
- **Everything Else:** There are many other forms of advocacy — public education, research, and seeking executive or administrative actions, to name a few. These are perfectly appropriate activities for nonprofit organizations. "We know that boards are often composed of highly influential, connected, and committed individuals. Who better to make the case for why decision-makers should support an initiative that would make water safer to drink, or would enable students to participate in an after-school meal program, or would strengthen the local economy by providing job training programs to the un- or under-employed?" Anne Wallestad President & CEO, BoardSource.

What Does Board Advocacy Look Like?

As a board member, what does it really mean to be an advocate for your mission? Broadly defined, you are advocating when you engage people in supporting your nonprofit's mission. Those people could be anyone in your community—government officials, business leaders, the news media, and others in the charitable sector.

Advocacy can be

- asking the zoning board for permission to have a farmer's market in an underserved neighborhood
- requesting a parking variance to allow for a meal truck to serve homeless people in a park
- educating an elected official about the value of a job training program that uses public funding
- partnering with government agencies to use a public building for a youth program
- convening community leaders at times of natural disaster or human crisis to develop solutions for the community and promote healing If you have a passion and a voice, you have what it takes to be an advocate.

And it starts by asking yourself: Who can I talk to today to advance our mission?



YMCA NEWS

OHIO AND PENNSYLVANIA ALLIANCES ASSUME HUB INTAKE

We are excited to share with you that the Pennsylvania and Ohio alliances are participating in YMCA of the USA's Hub Intake pilot. You may have received an email from Janet Kafkas last week. We wanted to follow up on that message.

From November 1 through March 31, 2024, the Ohio and Pennsylvania alliances will be functioning as the Hub for Pennsylvania and Ohio YMCAs. That means all of Ohio and Pennsylvania's Hub requests can come through the alliances, including projects your Y may need.

As before, you are welcome to use the truck on LINK for requests and questions. However, now, you and your staff can contact us directly. Kelsey Happel with the Pennsylvania Alliance and Ed Bohren with the Ohio Alliance are point to field your requests. Their contact information is below. As always, you are free to contact any of the alliances' staff as well with your needs.

Kelsey Happel - khappel@psays.com

Ed Bohren - ebohren@ohioymcas.org

Both the Ohio and Pennsylvania alliances look forward to expanding services to our Ys. Please contact either Nathan Brant at nbrant@psays.com or Beth Tsvetkoff at btsvetkoff@ohioymcas.org for any questions or concerns.

YMCA RETIEMENT FUND VIRTUAL TOWN HALL MEETINGS

Join Mike Cefole (President and CEO) and Derrick Stewart (EVP and COO) for a 45-minute Zoom session, during which they will provide you with an update on some of the Fund's strategic priorities and key initiatives including:

- Progress on 401(a) Retirement Plan eligibility guidelines
- The Health of the Fund Dashboard
- The Fund's mobile app
- Data security
- Staff education opportunities

The Fund's virtual CEO Town Halls will take place on the following dates.

- Monday, November 13, 4:00 – 4:45 p.m. ET
- Thursday, November 16, 12:00 – 12:00 p.m. ET
- Thursday, November 16, 4:00 – 4:45 p.m. ET

Please click the link below to register for the one that works best for your schedule. If you need additional assistance with the registration process, please email thomson@ymcaret.org.

[CLICK HERE TO REGISTER](#)



YMCA NEWS

YMCAS PARTNERSHIP WITH HELLO INSIGHT

In 2024, we will enter our third year of the TANF grant that supports our initiative to gain insights on the quality of our youth programs and their influence on Social and Emotional Learning (SEL). SEL is a key predictor of academic success, career readiness, well-being, and long-term thriving ([CASEL](#), 2023).

We continue to partner with [Hello Insight](#), an online, research-based platform that helps youth-serving organizations better understand, enhance, and share their impact as nurturing environments for Social and Emotional Learning (SEL). Implementing Hello Fresh measures give each program, branch, and each association hard data to show that our youth programs include high-quality, positive youth development best practices and positively impact SEL development. Our collective Hello Insight results show that at least 85% of participants have improved their social and emotional learning (SEL) capacities. This includes nearly two-thirds (64%) of young people showing success in 2 or more SEL capacities. These results demonstrate how our programs help young people develop lifelong skills.

Hello Insight offers the following for youth program staff:

- **[A suite of research-based youth program quality surveys and reports](#)** to support learning across all of your youth programs. It's not too late to start, HI has both pre/post and check-in survey options.
- **Staff development surveys and reports** directly support our youth program's theory of change. See this brief video for [an overview](#), and this one about the [two survey options](#).
- **Periodic Peer Learning** webinars for your youth program staff members to learn with/from other Ohio Y colleagues. The next one, Hello Insight: Peer Learning, is on November 11th from 10-11 a.m. [Zoom link for the webinar](#).
- **Grant Funds** to cover some costs of participation, such as hourly costs for frontline staff to participate in data collection and learning, cross-team coordination, expenses for internal meetings, snacks for young people while they're taking the surveys, etc.

If your team you have any questions about the above, please reach out to Sally, Co-founder and COO of Hello Insight, at sally@helloinsight.org for more information.

As you continue moving forward or prepare to start your Hello Insight learning journey, here are some links to share with your team:

To learn more about Hello Insight, here's a quick 3-minute [video](#) and [overview](#), as well as [other introductory materials](#).

- If you already have HI access, feel free to log in and restart with Hello Insight.
- For a refresher, click here for [adding new programs](#) and a [tutorial of your dashboard](#).
- Regardless, you have access to support@helloinsight.org for any Hello Insight questions or needs.
- Find recordings of all Hello Insight/YMCA webinars [here](#).

If you have questions, reach out to Sally at sally@helloinsight.org.



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SAVE THE DATE

2024 OHIO YMCAs LEADERSHIP CONFERENCE

March 20-21, 2024

**at the Renaissance Columbus
Downtown Hotel**





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Ohio Alliance of YMCAs 2023 Meeting Dates

Neighborhood CEO Meetings				
	January (Virtual)	April (In Person)	August (Virtual)	December (Virtual)
Northeast (Zoom Link)	1/10 10-11 AM	4/4 10 am – 12 pm	8/8 10-11 am	12/5 10-11 am
Northwest (Zoom Link)	1/10 11:30-12:30 pm	4/5 10 am – 12 pm	8/8 11:30-12:30 pm	12/5 11:30-12:30 pm
Southeast (Zoom Link)	1/11 10-11 am	4/11 10 am – 12 pm	8/9 10-11 am	12/12 10-11 am
Southwest (Zoom Link)	1/11 11:30 – 12:30 pm	4/12 10 am – 12 pm	8/9 11:30 – 12:30 pm	12/13 11:30-12:30

CEO Meetings	
Statewide CEO Meeting	July 13 via Zoom
Statewide CEO Conference	September 28-29

Child Care Summit
November 2-3 Columbus

National Meetings	
National Advocacy Days	February 13-15 Washington, DC
NAYDO	April 11-14 Houston
General Assembly	July 17-19 Atlanta
Mid-Major Ys CEO/CVO Meeting	September 13-15 Milwaukee
YNAN Ys CEO/CVO Meeting	October 17-20 Dallas

Statewide Peer Community Virtual Meetings (Click Meeting Title for Zoom Link)			
	March	May	November
Aquatic/Swim Team	3/21 10-11 am	5/16 10-11 am	11/14 10-11 am
Resident Camp	3/21 11 am-12 pm	5/16 11 am – 12 pm	11/14 11 am - 12 pm
Membership	3/21 1-2 pm	5/16 1-2 pm	11/14 1-2 pm
DEI	3/21 2-3 pm	5/12 (At Buckeye Valley YMCA) 2-3 pm	11/14 2-3 pm
Health/Wellness	3/21 3-4 pm	5/16 3-4 pm	11/14 3-4 pm
COOs	3/22 10-11 am	5/17 10-11 am	11/17 10-11 am
Property/Facility	3/22 11-12 am	5/17 11 am- 12 pm	11/17 11 am – 12 pm
Branch Executives	3/22 3-4 pm	5/17 3-4 pm	11/17 3-4 pm
HR	3/22 1-2 pm	5/17 1-2 pm	11/17 1-2 pm
Youth Sports	3/22 2-3 pm	5/17 2-3 pm	11/17 2-3 pm

Child Care All at 1 pm (Click Here for Zoom Link)	
January 18	July 19
February 15	August 16
March 15	September 20
April 19	October 18
May 17	November 15
June 21	December 20

Financial Development All at 2 pm (Click Here for Zoom Link)	
February 15	
April 19	
June 21	
August 16	
October 18	
December 20	



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Northwest	1/9 11:30-12:30 pm Zoom Link	4/10 10 am – 12 pm	8/6 11:30-12:30 pm Zoom Link	12/11 10 am- 12 pm
South/Central	1/10 11:00 – 12:00 pm Zoom Link	4/11 10 am – 12 pm	8/7 11:00 – 12:00 pm Zoom Link	12/12 10:00-12:00

Statewide CEO Meetings	
Statewide CEO/CVO Meeting	February 7 (location TBD) 10 am – 12 pm
Statewide CEO Meeting	June 14 (location TBD) 10 am – 2 pm
Statewide CEO Conference	September 26-27 (tentative)

Ohio YMCAs Events/Opportunities	
Ohio YMCAs Leadership Conference	March 20-21 Columbus, OH
Leadership Academy Cohort 4	Launches August 2024
Ohio YMCAs Child Care Summit	Fall 2024 (date TBD) Columbus, OH

National Meetings	
National Advocacy Days	February 12-14 Washington, DC
NAYDO	April 3-6 Denver, CO
Mid-Major Ys CEO/CVO Meeting	September 10-13 Alabama
EMLE	October 2-4 South Hampton Roads, VA
YNAN Ys CEO/CVO Meeting	October 8-11 Tampa, FL

Statewide Peer Community Virtual Meetings
(Click Meeting Title for Zoom Link)

	May	November
<u>Aquatic/Swim Team</u>	5/7 10-11 am	11/12 10-11 am
<u>Resident Camp</u>	5/7 11 am – 12 pm	11/12 11 am - 12 pm
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<u>Youth Sports</u>	5/8 2-3 pm	11/13 2-3 pm
<u>Branch Executives</u>	5/8 3-4 pm	11/13 3-4 pm
<u>CVOs</u>	6/13 11 am – 12 pm	11/7 11 am – 12 pm

Child Care

All at 1 pm ([Click Here for Zoom Link](#))

January 17	July 17
February 21	August 21
March 20	September 18
April 17	October 16
May 15	November 20
June 19	December 18

Financial Development

All at 2 pm ([Click Here for Zoom Link](#))

February 21
April 17
June 19
August 21
October 16
December 18