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## Dear YMCA of Central Texas Friends,

You may have seen or heard the media announcement of our new brand – **“the Y”**.

As part of this national strategy, our official name remains the YMCA of Central Texas. But we will acknowledge publicly what most people call us anyway...we are the Y.

**What stays the same?** The **Mission** of this YMCA remains the same: to put Christian principles into practice that build healthy spirit, mind and body for all. We continue to use that powerful message as the foundation of our work.

Our Values – **Respect, Responsibility, Honesty and Caring** – will remain intact.

**What will change?** The logo used since 1967 will change to the 7<sup>th</sup> logo in our history. The new logo, with its forward-looking design and multiple color options, reflects our diversity and scope of services.

**When will this happen?** Our rebranding process will not happen immediately. A transition of this magnitude takes time, which is why we will roll this out in our Association over the next 18 months.

**Why are we doing this?** The Y has been one of the most important nonprofits in the United States for decades. But recent research showed our cause and impact are not fully understood. The vast majority of people outside our “YMCA family” know us as “gym and swim”, more focused on activities than our cause to change lives in a positive way.

Through our rebranding effort, we will sharpen our focus around the three key areas we impact lives – **Youth Development, Healthy Living and Social Responsibility**. We hope to tell our story more broadly to help more kids reach their potential, help more families and individuals achieve better health outcomes and encourage everyone to get involved and make their community a better place.

**What is next?** We will more closely align the impact of our work to describe how our programs directly affect the foundation of our community life by attributing the affect of those programs to the key social issues facing our community.

You will see a gradual change in the public face of the YMCA through an expanded national and local branding initiative. Among other things, this will be seen in a more contemporary logo with more flexibility in the choice of colors.

**Our impact will be measured not by what we say, but what we do.** If you have any questions or concerns, I invite you to contact our staff to discuss how **“the Y”** can expand and improve the ways we serve the community.

Thank you.

A handwritten signature in black ink that reads "Patrick S. Murphy". The signature is written in a cursive style with a large, stylized "P" and "M".

Patrick S. Murphy

President/CEO

YMCA of Central Texas