



YMCA Receives “Managing for Excellence” Award
Annual award recognizes region’s highest-performing nonprofits

(ATLANTA, GA) – July 17, 2018 – The Community Foundation for Greater Atlanta has awarded the [YMCA of Metro Atlanta](#) with its prestigious [Managing for Excellence](#) award for 2018. A stalwart, highly competitive recognition among the 4,300 nonprofits across Atlanta’s 23-county region, Managing for Excellence recognizes operational innovation and effectiveness for a well-run organization and is given to both a small and large nonprofit annually. Through more than 67 years of work with nonprofits, the Community Foundation has identified key factors that drive an organization’s success and community impact—including board and staff engagement, sound fiscal health, investment in the organization’s talent and infrastructure, thoughtful evaluation practices and commitment to continuous improvement. Managing for Excellence launched in 1984 to recognize and reward nonprofits that exemplify these strong characteristics.

The YMCA wishes to congratulate Synchronicity Theatre who also received the award in the small nonprofit category.

“Managing for Excellence takes a close look at operational superiority from a broad range of criteria that are highly scrutinized by the judging panel,” said Lesley Grady, senior vice president, Community Foundation for Greater Atlanta. “We’re not over analyzing programming in this particular review, but rather looking at a higher level, at their big-picture operations and best practices. Strong programming is important, and it naturally emerges when organizations are operating efficiently on all cylinders behind the scenes.”

YMCA of Metro Atlanta (YMCA) was chosen among large nonprofit organizations with annual operating budgets over \$2 million. YMCA has served the Atlanta community for 160 years, promoting healthy lifestyles and equal opportunities to learn and grow. As Atlanta has grown, the YMCA has responded with new programs to meet the unique needs of children and adults, while demonstrating sound financial management, strong governance and a commitment to long-term strategy.

“We are honored that the Community Foundation for Greater Atlanta acknowledges the critical work our YMCA does to strengthen communities through programs and services that help to build a healthy mind, body and spirit,” said Ed Munster, President and CEO of the YMCA of Metro Atlanta. “We are open to and welcome all at the YMCA, and seek to actively identify and involve those in need.”

“On behalf of the Board of Directors and staff of the YMCA of Metro Atlanta, we are grateful to be recognized as the 2018 Managing for Excellence award recipient by the Community Foundation for Greater Atlanta,” said YMCA Board Chair, Scott Taylor. “For 160 years, the Y has served the Atlanta community and has grown and evolved to meet the changing needs of our city. As we look to the future, the Y is committed to being a leading organization in advancing education, wellness and volunteerism to build stronger and healthier communities. We would like to thank the Community Foundation for selecting the Y to receive the Managing for Excellence award and for the Foundation’s leadership in creating positive impact throughout our city and region.”

Managing for Excellence judges emphasized how the YMCA has an expansive impact beyond what they are historically most often associated with, physical activity. They are making strides with summer programming that improves academic outcomes, building resources to provide financial assistance for access to facilities and activities, and all the while tracking and evaluating metrics identified in a 10-year strategic plan. Other strong points include a rigorous budgeting process and regular operating surpluses.

“Beyond strong, day-to-day operations, it’s critical that nonprofits look at the long game to identify and nurture talent so that they can continue to provide the programs that constituents need and respond to changes quickly,” said Karthik Valluru, partner and managing director for BCG in Atlanta. “For the YMCA, the review committee recognized its thoughtful monitoring of facilities and its engaged pipeline of staff and volunteers.”

Managing for Excellence applicants were ranked against competitive criteria of more than 80 characteristics and best practices to win the award. Following a two-phase formal written application and in-person site visit process, the review committee selected this year’s winners. Each organization receives a robust award package, including a \$75,000 unrestricted grant from the Community Foundation, consulting services from Managing for Excellence partner, [Boston Consulting Group](#), participation in a

nonprofit management class at the [Kellogg](#) School of Management at Northwestern University as well as ongoing opportunities for recognition.

The YMCA will use the unrestricted grant to help fund the new YMCA Leadership & Learning Center, currently under construction on Atlanta's historic Westside. The Center will be much more than a headquarters for the Y. It will give the Y the opportunity to build on its deep work in early learning by establishing a new, model early learning center in the heart of the Atlanta Public School Douglass cluster. The site will include Head Start, state-funded Pre-K and traditional fee-for-service preschool all in one building. The Y will bring the nation's leading research in language and literacy for Birth to Pre-K to practice through a partnership with the Rollins Center for Language & Literacy at the Atlanta Speech School.

The Center also will include a regional program training center serving more than 1,500 Y staff from throughout the Southeast annually. The Y will relocate 135 jobs to the new location and add 25 new jobs with the new early learning center. The building will include meeting and training space, which the Y will make available for use by other nonprofits and the community. The Center is expected to open in early 2019, on the heels of the YMCA of Metro Atlanta's 160th Anniversary Celebration.

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