



YMCA of Mexico

Strengthening YMCA Movements

Introduction

The YMCA of Mexico is among the three strongest international YMCAs in vision, leadership and financial management. It is also one of the oldest and largest YMCAs in Latin America, established in Mexico City in 1892. There are YMCAs in the cities of Mexico City, Tijuana, Leon, Cuauhtémoc, Chihuahua, Delicias, Torreón, Ciudad Juárez, Piedras Negras and Agua Prieta, as well as a YMCA presence in Matamoros. The Mexican Federation plays an important coordination role in strengthening and expanding international partnerships between the YMCA of Mexico, the U.S. YMCA movement and other YMCAs around the world.



Children participating at Atizapán YMCA Community Development Center (temporary)

The YMCA of Mexico operates a wide range of diverse programs, including traditional sports, fitness and recreation programs, community outreach initiatives, medical services, preschool education, childcare, vocational training, migrant youth shelters, residential camps and an accredited university that collectively reach over 100,000 youth and families each year. The YMCA of Mexico is a not-for-profit, volunteer institution, open to all people regardless of religion, race, age, sex, nationality, political ideologies or socio-economic status. The annual budget of the YMCA of Mexico exceeds \$15 million and has grown at a steady pace over the past decade. The total value of the YMCA of Mexico, including its land and building assets, is over \$50 million.

The FYMEX initiative

The YMCA of the USA International Group was awarded a \$5 million grant over five years from The Kresge Foundation to implement the FYMEX: YMCA of Mexico Philanthropy Development Initiative in partnership with the YMCA of Mexico and support from local U.S. YMCAs and other strategic partners. The initiative began in July 2005 and will end in June 2010.

Goal

The FYMEX initiative seeks to broaden and deepen the YMCA of Mexico's fundraising capacity to expand and sustain vital youth, family and community development services in Mexico by 2010. FYMEX will achieve this through a comprehensive capacity-building strategy to significantly increase individual, corporate and foundation support for YMCAs in Mexico through four capital campaign projects. FYMEX also will cultivate sustained fundraising capacity for the long-term in the YMCA of Mexico and advance the culture of philanthropy on a broader level in Mexico and Latin America.

Strategic objectives

The YMCA of Mexico Philanthropy Development Initiative will achieve its goal through four key strategic objectives:

- 1) Strengthen the YMCA of Mexico's fundraising capacity and infrastructure at the national and local levels by 2010. This will be achieved through a series of measurable benchmarks.
- 2) Successfully implement four national capital campaigns by 2010 representing a total value of \$10,500,000.
 - a) Atizapán YMCA Community Development Center (CDC): \$1,700,000 by 2008
 - b) Leon YMCA: \$1,800,000 by 2009
 - c) YMCA University "Campus Sur": \$6,000,000 by 2010
 - d) YMCA Border Initiative (YMCA Homes for Migrant Minors): \$1,000,000 by 2010
- 3) Sustain fundraising capacity for the long-term by:
 - a) Building fundraising staff and operating budgets into long-term YMCA of Mexico business plans and budgets.
 - b) Integrating new annual and capital campaigns into the YMCA of Mexico's future strategic plans to strengthen and expand the YMCA movement in the country.
- 4) Strengthen and expand partnerships and collaborations between the YMCA and nongovernmental organizations (NGOs), government, foundations and the private sector to advance the culture of philanthropy in Mexican and Latin American communities on a broader level by 2010.
 - a) Improve collaboration between the YMCA and other philanthropic organizations in Mexico and the U.S., including organized groups of Mexicans living in the U.S.
 - b) Develop a course on resource mobilization at the YMCA University in Mexico City.
 - c) Promote the culture of philanthropy within the Mexican Federation of YMCAs and beyond through conferences, workshops and shared learning opportunities

Future plans

The culture of philanthropy is evolving rapidly in Mexico. Significant economic, political and legal changes over the past decade and closer cross-border collaborations with the United States have created an exciting new environment for philanthropy throughout the country. As an international leader in youth and community development with over 150 years of experience and a clear vision for self-reliance, the YMCA is poised to play a transformational role in implementing a process for building the YMCA of Mexico's capacity and promoting philanthropy in Mexican and Latin American communities.

FYMEX is co-managed by the YMCA of the USA International Group and the YMCA of Mexico. The International Group and YMCA of Mexico will mobilize additional time and talent from a diverse pool of U.S. YMCA leaders and philanthropic experts from leading U.S. and Mexican philanthropic organizations.

Visit the YMCA of Mexico at: www.ymca.org.mx

