



## Mission and Objectives

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108 Washington St  
Marshalltown, Iowa 50158

### Heritage Club Mission

Assure a stable, long-term financial base for the Community Y so that the missions of both the YMCA and YWCA can be secured.

### Heritage Club Objectives

- To increase the Heritage Club's endowment to a minimum of \$5 million in order to provide for a secure future.
  - To increase awareness of the personal benefits of charitable gift planning.
  - To encourage Y friends and members to consider a planned gift to the Heritage Club.
- To recognize donors.

### Heritage Club Member Benefits

**Establish a working legacy** to positively influence generations to come. Anyone can become a member, even young adults who are still in the acquisition stages of their lives. One way might be to designate the Heritage Club as a second beneficiary in their employer's insurance program. There are a variety of gift programs available. There is no minimum amount to qualify as a Heritage Club member.

**Quarterly updates** of Heritage Club and Community Y news along with valuable information provided by experts in the field of philanthropy are sent to members in the form of the *Community Y Connection* newsletter.

**Annual Luncheon.....**Heritage Club members are invited annually to the Heritage Club Recognition Luncheon. Members are encouraged to bring guests who they think would be prospective members of the Heritage Club. This group of Community Y friends gathers annually to renew old friendships and to receive the heartfelt thanks of the organization for their vision and generosity.

#### **Recognition:**

- Members are listed on the recognition board in the Horne-Henry Center.
- Members are highlighted in the *Community Y Connection* newsletter.

Special awards presented at the Recognition Luncheon (*A beautifully crafted plaque is given to each recipient and the recipients' names are added to a distinctive recognition board that hangs in the Horne-Henry Center.*)

The *Ryden Service Award* is bestowed on an individual or family with outstanding history of service to the Community Y and/or Heritage Club.

The *Martha-Ellen Tye Award* is bestowed on an individual or family with outstanding history of financial support of the Community Y.

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