

# YLINK

YMCA OF WESTERN NORTH CAROLINA

A great  
PLACE TO belong

## Letter From Paul



*We've been hard at work helping people continue to fulfill their New Year's resolutions throughout Western North Carolina. Our country and local community are in uncharted waters economically, but your YMCA is busy doing its share to relieve burdens.*

*It is widely known that at times of stress and crisis in life, people benefit from exercise. It is also recognized that during these same times, it is important for individuals to be connected to others and their community. What better place to experience improved lifestyle, community connectedness, and relationship building than the YMCA? Our staff is sensitive to your needs and is constantly finding ways to serve you better. I hope you will, at the same time, recognize your role as part of our YMCA family and engage and connect with your fellow members and staff at your local branch.*

*By now, you should have received information on our Strong Kids Campaign. During this economic downturn, needs grow at alarming rates. Last year, your YMCA provided over \$1.5 million of subsidized services to almost 3,700 individuals in our community. The request for service continues to grow, and we must be able to respond to those who need it.*

*With tightening family budgets, some parents may consider opting out of afterschool care and sending their young children to an empty home. Families who have depended on the Y as a place to reduce stress and help raise their children in a positive environment need to continue to feel supported and embraced. Troubled teens referred to the YMCA's Outreach Program who have depended on the steady care and mentoring by volunteers and staff should know the only consistent thing in their life will continue at the YMCA. These life-changing relationships happen every day at your YMCA, and we depend on your charitable contribution to make a difference.*

*YMCA family and friends have always reached out to support the mission of the YMCA and our continued commitment to building strong kids, strong families, and strong communities. Please help us continue to make a difference and generously support the YMCA Strong Kids Campaign. Reaching our goal and continuing our services to those who most need it will depend on you. We need your continued support.*

*For more information on our services, visit our website at [www.ymcawnc.org](http://www.ymcawnc.org) and check out our 2008 Annual Report under the tab "About Us."*

Sincerely,

Paul Vest

President and CEO

YMCA of Western North Carolina



## BE great MAKE A KID greater

With only a few weeks left, the 2009 Strong Kids Campaign is just half way to our goal of \$375,000. The campaign's theme urges people to "be great, by making a kid greater."

The community phase of the campaign is underway at the branch level. Check with your branch for activities and events throughout the campaign.

In these difficult times, families receiving some form of afterschool financial assistance has increased from 30% to 50% of participants. We have seen an unprecedented amount of financial assistance requests at our branches from working families, the underemployed, and the unemployed. In the traditional underserved communities we support, such as Pisgah View Apartments and Deaverview, families are turning to the YMCA now more than ever for assistance. Additionally, some of our donors may find themselves less able to give. For these reasons, this year's campaign is especially important, so we can continue to provide essential programs and services to nearly 4,000 families in Western North Carolina.

"People are relying on the work of non-profits more than ever, and if we don't have private support, we won't be in a position to provide the services people need," says Dana Davis, director of financial development for the YMCA.

Brian Biro, internationally-renowned professional speaker and leadership coach, chairs the 2009 effort. "Right now, with

economics a challenge for so many, more families are tightening their belts and trying to keep afloat. They may be deciding between groceries and afterschool care for their kids, so now is the time we must support those who are struggling. There is more need than ever," he says.



Giving to the YMCA's Strong Kids Campaign ensures that your investment stays right here in Western North Carolina. Donations subsidize afterschool programs, mentoring and tutoring for at-risk youth, and sports and aquatics programs. And contributions to the campaign do more than build strong kids; they strengthen families and our community as a whole.

"I know we will have a successful campaign and raise the funds that make such an enormous difference in the lives of children and families. The people and businesses of our community are generous and good and they realize that when we seek to support others, we cannot help but improve ourselves," Brian states.

To find out how you can get involved in the 2009 Strong Kids Campaign, check with your branch or visit our website at [www.ymcawnc.org](http://www.ymcawnc.org).

# Major Gifts Cabinet Hard At Work

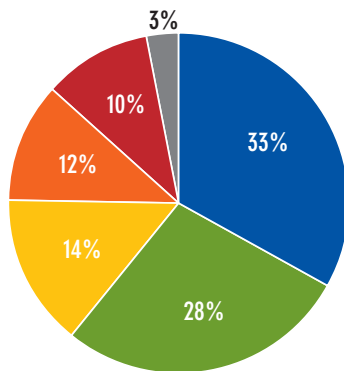
Our Major Gifts Cabinet is setting the foundation for a successful Strong Kids Campaign. An all-volunteer group, the Cabinet calls on area businesses and individuals on behalf of the campaign encouraging them to donate to the fundraising effort.

“In a time when it is so easy to say no, or to put off giving, these terrific leaders have stepped up to the plate with their time and energy because they have a purpose bigger than themselves,” remarks Brian Biro, chair of the 2009 Strong Kids Campaign.



Our heartfelt gratitude to the members of the 2009 Strong Kids Campaign Major Gifts Cabinet: Tom Atkinson, McDowell Medical Associates; Scott Bechtel, Jeff Palmer Group; Brian Biro, America’s BREAKTHROUGH Coach!; Ed Brenegar, Consultant; Abby Cain, Carolina First; Keith Challenger, Crescent Preferred Provider; Mike Crawford, Dixon Hughes; Betsy Ervin, US Probation Office; Dr. John Garrett, Asheville Gastronomy; Rick Guthy, CPU2; Kevin Hefner, Wachovia; Richard Hurley, Square D – Retired; Tom Kearns, Kimmel & Associates; Bill Kelley, The Grove Park Inn Resort & Spa; Heather Lee, Community Volunteer; Robert Limone; Barbra Love, Community Volunteer; Ken Maxwell, Mountain Air Development Corp.; Amy McIlwain, Colton Groome & Company; Mukunda Pacifici, Beverly-Hanks; Bret Pacheco, CPA, PLLC; Jeff Palmer, Jeff Palmer Group; Michael Phelan, Beverly-Hanks Mortgage; Wendy Potter, The Potter Agency; Leigh Ruhl, Community Volunteer; Robby Russell, Wachovia; Dana Stonestreet, HomeTrust Bank; Nick Tullo, Volvo Construction Equipment; Ben Van Camp, Asheville Area Chamber of Commerce; Chuck Wood, Volvo Construction Equipment; and Nona Workman, BB&T.

## Your Contributions at Work in Your Community



### Strong Kids Campaign Distribution of Funds

Programs	Amount
Community Outreach	\$124,311
After School & Summer Camp	\$104,687
Program FA & Scholarship	\$ 53,554
Teen Development	\$ 42,680
Memberships	\$ 39,193
Youth Wellness	\$ 10,575
<b>TOTAL</b>	<b>\$375,000</b>

# Partner Highlights

*YMCA Partners are the backbone of the Strong Kids Campaign. These businesses and individuals are committed year after year not only to the success of the campaign, but also to the strength of the entire organization. Our relationship with these very special donors goes beyond monetary contributions. Our Partners are dedicated to fulfilling the YMCA’s mission to put Christian principles into practice through programs that build healthy spirit, mind, and body for all.*

## THE GLASS FOUNDATION

Founded in 2000 by long-time YMCA supporters Kenneth and Nancy Glass, **The Glass Foundation** aims to shape the developmental and educational opportunities for children and youth in Western North Carolina. The foundation’s support of the YMCA directly parallels that mission.

“The YMCA helps to ‘level the field’ by providing programs for all children, regardless of their ability to pay, through the funds raised by the Strong Kids Campaign. When the children in our community are given opportunities to better their lives and learn new things, we all benefit,” says Lara Nolletti, president of the foundation’s board of directors.

Building a strong sense of community is a large part of The Glass Foundation’s mission. By partnering with the YMCA, the organization is strengthening the regional community by funding invaluable programs to children and families.

“The YMCA makes it a priority to reach out to the members of our community that need some extra help and uses the donated funds it receives to directly provide what they need. Even a small donation to the Y can have a large impact on a child, family, and the community as a whole,” adds Lara.

**Wachovia** takes social responsibility seriously. The company believes that education, diversity, and inclusion are the backbone of a strong and vibrant community. As a Strong Kids Campaign Partner, Wachovia is putting that responsibility into practice.



“The largest area of contribution from the Wachovia Foundation supports public education. The YMCA’s strong effort to provide afterschool programming and mentoring for at-risk youth fits perfectly into this area of support,” says Robby Russell, community market president for Wachovia.

Wachovia understands that without YMCA services, there are children in our community who would not have the tools they need to be successful. “It takes an organization like the YMCA with its diverse staff, volunteer base, and programming to fill that gap.”

Robby adds, “We’re blessed to have the YMCA as part of our community. I’m proud to see the organization growing and developing new ways to serve the people of Western North Carolina.”

# ACTIVATE ASHEVILLE AREA: JOIN THE MOVEMENT

Activate Asheville Area, our region-wide initiative to make Asheville and surrounding communities the healthiest in North Carolina, is off to a running (and walking) start. Part of the national YMCA's Activate America: Pioneering Healthier Communities, the local effort is getting out the message that healthy lifestyles lead to healthy families and communities.



The ongoing effort kicked off with a visit by nationally-recognized walking advocate Mark Fenton last November. More than 300 people gathered to hear Mark discuss "the epidemic no one is talking about" referring to our nation's tendency towards lack of physical exercise and poor nutritional habits. Mark's visit spurred dialogue and plans of action to Activate Asheville Area.

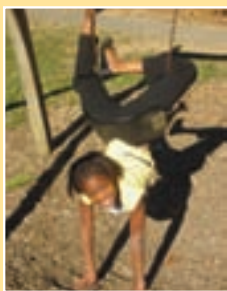
Next up was a visit by USA Weekend columnist and cookbook author Pam Anderson hosted by the Asheville Citizen-Times. Her visit launched the 2009 Mission Health System *Lighten Up 4 Life* weight loss competition, a six-month team challenge to shed extra pounds, and also provided an opportunity to build awareness of Activate Asheville Area.

"The Pam Anderson visit was a perfect tie-in because it allowed us to demonstrate the positive community-building work that we are doing, show the diversity of groups involved from schools to corporations to local government, and provide free activities that the public can easily be involved in," says Kristen Weaver, director of wellness advancement for the YMCA.

The Pioneering Healthier Communities Committee which is heading up the local effort has identified the initiative's vision and goals. The group also determined that by focusing on community, school, workplace, infrastructure, and policy change, it will most effectively encourage residents to increase physical activity.

The next step in Activating Asheville Area is creating a clearinghouse of resources, information, events, and opportunities for involvement at [www.activateashevillearea.org](http://www.activateashevillearea.org). Visit this website for more on the effort to Activate Asheville Area and sign up to receive the e-newsletter with all the latest updates.

## TOMIA'S STORY: THE STRONG KIDS CAMPAIGN IN ACTION



"The YMCA inspires me," says Tomia, a third-grader in the outreach afterschool program. When I asked her in what ways, she responded with a list of reasons without hesitation.

"When we do art projects, it makes me want to be an art teacher. When we go outside, it makes me want to work at a park or a beach. When you help us with our homework, it makes me want to be a teacher who helps students with their homework. When we listen or play music, it makes me want to sing and play music even more."

Tomia, a third-year student in the program, is an ambitious girl who keeps an open mind and a positive attitude every day. Her strong personality and friendly quirks give her the ability to make her peers laugh.

When asked about her favorite day at program this school year, Tomia expressed how much

she loved the YMCA Kids' Christmas party at the roller skating rink where all of the kids received presents from their wish lists and got to celebrate the holidays with their friends and YMCA counselors. Tomia's favorite things about the program are getting her homework done, going on field trips, and turning in assignments and tests with scores of 100%.

While she feels confident that she has learned to "keep her head up," she also admits that she is working hard on her listening skills and positive attitude. Tomia is looking forward to YMCA outreach programs this summer, and in the future, going to college and becoming a teacher. As her YMCA counselor, I truly believe that she sees no barriers to what she can achieve.

*Tomia's story was written by Colleen Liebig, site director for Project Youth Outreach at the Youth Services Center serving at-risk youth from Jones, Claxton, and Isaac Dickson Elementary Schools. Participants are referred to the program by school officials, social workers, or juvenile justice officers for academic needs, behavior issues, or a family need.*

A great  
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leave a legacy

## Welcome New Board Members

Our thanks to the following individuals joining our board of directors this year: Brian Aston, Mission Hospital; Sara Bissette, Community Volunteer; Don Hallingse, PSNC Energy; Amy Hanks, Beverly-Hanks Realtors; Kevin Hefner, Wachovia; Barbra Love, Community Volunteer; and Betty Young, AB Tech.

## A LEGACY OF GIVING

The Strong Kids Campaign's annual support serves the immediate needs of the community. A gift to the Endowment Program is a gift for 2010 and beyond. Consider this. If your annual pledge is \$100, when you're gone, it's gone. However, if you made an additional contribution on your pledge card to the Endowment Program, this gift will multiply and grow. Therefore, you will ensure that your annual gift will continue year after year. Much like an investment in your own future, this incremental investment is for the future of the spirit, mind, and body of our community.

Perhaps you are not in a position to make an additional cash contribution to the Endowment at this time, but you would really like to make an impact and create a brighter future for Western North Carolina. Well, you may want to consider a Planned Gift to the Endowment Program. There's no check to write, no credit card to process, you'll never even miss it. You can create a legacy for the future without paying a dime now.

If you would like more information about contributing to the Endowment Program through your pledge card or making a planned gift, please contact Dana Davis, director of financial development, at 210-9656 or [ddavis@ymcawnc.org](mailto:ddavis@ymcawnc.org). The YMCA is a Great Place to Create a Legacy.

## MARK YOUR CALENDAR

### MARCH

#### 31st

Reuter Family YMCA Strong Kids Campaign Victory Celebration

### APRIL

#### 2nd

Corpening Memorial YMCA Strong Kids Campaign Victory Celebration

Asheville YMCA Strong Kids Campaign Victory Celebration

#### 4th

Tour de Lure at Corpening Memorial YMCA

#### 18th

Healthy Kids Day at UNCA

**YMCA Mission:** To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

**Financial Assistance:** The YMCA of Western North Carolina is a non-profit organization open to all people. Financial assistance, to the fullest extent possible, is available to those in need. If you cannot afford the full cost of a YMCA program or membership, please request a confidential scholarship application at any YMCA location.

# Neighborhood YMCA at Woodfin Focuses on Health Seekers

The Neighborhood YMCA at Woodfin, scheduled to open in April, is gearing its programming to individuals and families who understand the importance of exercise and are ready to begin a lifetime wellness program.

“Often we see people anxious to start, but they aren’t able to make the behavior changes necessary on their own to sustain a health and wellness routine,” says Vice President of Operations, John Mikos.

For this reason, the Neighborhood YMCA will utilize Coach Approach, an evidence-based curriculum, as its premiere program. Coach Approach focuses on relapse prevention and developing habits for a healthy lifestyle. Classes and equipment at the new branch will center on beginning exercisers and many group wellness classes will be family-friendly.

The branch strives to move outside the walls of the facility as well. “We have partnered in the Reynolds Mountain community to be a resource representing healthy lifestyle change for the North Buncombe area,” says John. The

YMCA plans to work with the community to promote healthy living through advocating for environmental changes such as sidewalks and crosswalks as well as outdoor areas for active play, all of which promote physical activity.



Visit our website for more information on the Neighborhood YMCA at Woodfin or to join as a charter member.

YMCA OF WESTERN NORTH CAROLINA

# YLINK

#### Asheville YMCA

30 Woodfin Street  
Asheville, NC 28801

Phone: (828) 210-YMCA (9622)  
Fax: (828) 253-8137

#### Corpening Memorial YMCA

348 Grace Corpening Drive  
Marion, NC 28752

Phone: (828) 659-YMCA (9622)  
Fax: (828) 659-9400

#### Reuter Family YMCA

3 Town Square Boulevard  
Asheville, NC 28803

Phone: (828) 651-YMCA (9622)  
Fax: (828) 209-9615

#### Corporate Office

53 Asheland Avenue Suite 105  
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Fax: (828) 251-2437

#### Childcare Services

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Fax: (828) 251-2437



We build strong kids,  
strong families,  
strong communities.



YMCA OF WESTERN NORTH CAROLINA

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[www.ymcawnc.org](http://www.ymcawnc.org)

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