

2010 Strong Kids Campaign Focus Areas

Community Outreach

21st Learning Center
Adventure Day
Neighborhood Celebrations
Project RISE
YAchievers
Youth for Youth

After School & Summer Camp

Afterschool Program
Summer Camp

Program FA & Scholarship

Adult Sports
Aquatics Programs
SPLASH
Youth Sports

Teen Development

Freshman Academy
GIRLS
Leaders Program

Wellness

Family Memberships
Adult Memberships

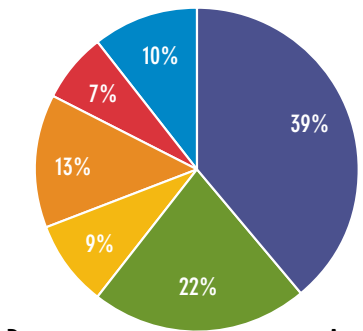
Youth Wellness

Energize
Teen Memberships
Youth Fit for Life
Youth Memberships

A great
PLACE TO MAKE
A difference



Strong Kids Campaign Distribution of Funds



Programs	Amount
Community Outreach	\$ 165,348
After School & Summer Camp	\$ 92,378
Program FA & Scholarship	\$ 36,986
Teen Development	\$ 56,744
Wellness	\$ 29,052
Youth Wellness	\$ 44,492
TOTAL	\$ 425,000

Our Mission.

The mission of the YMCA of Western North Carolina is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

Our Pledge.

The YMCA of Western North Carolina offers its programs and services to the community in the belief that NO ONE should be turned away for their inability to pay based on need and available resources.



YMCA
OF WESTERN NORTH CAROLINA

We build strong kids,
strong families,
strong communities.

YMCA of Western North Carolina
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Asheville, NC 28801
828-251-5909
www.ymcawnc.org



Printed on 100% recycled paper.



transform



THEIR STORY



INTO A

great future



Yes! I want to **TRANSFORM** their story into a **GREAT FUTURE**.

Please Print Clearly

Name _____
First MI Last

Address _____

City _____ ST _____ Zip _____

Daytime Phone _____ E-mail _____ Date of Birth _____

My gift of \$ _____ will be recognized as:

- Chairman's Roundtable \$1,000 & Above
 Strong Leader \$150-\$499
 Yes! I would like to make an additional contribution of \$ _____ to the Endowment Fund.
- Strong Champion \$500-\$999
 Strong Friend Up to \$149

My total gift is \$ _____
Authorized Signature _____ Date _____



We build strong kids,
strong families,
strong communities.



- I wish to remain anonymous
 Recognition name is different:

As it will appear in print.

Payment Options

- My gift is enclosed
 Cash
 Check Payable to YMCA of WNC

- Charge my Visa MasterCard Amex Discover

Acct. # _____

Exp. Date ____ / ____
MM/YY

Draft my Bank Account \$ _____ monthly
Attach Voided Check.

Bill Me* Quarterly Semi-Annually Annually
*\$25 minimum

Designation

- My gift is for all Strong Kids
-OR- My gift is for: Asheville Corpening
 Childcare Services Reuter
 Neighborhood Y at Woodfin
 Other _____

Campaigner _____

Detach pledge form along this line.



THEIR STORIES

- I have MS.
- I am bored at home alone.
- I am a Traumatic Brain Injury survivor.
- I am eleven years old and very overweight.
- I have fibromyalgia and arthritis; and retired early because of severe pain.
- I lost my Dad, quit smoking and decided to take care of myself for a change.

Whether or not the story is big or small, tragic or simple, we all have a story. For some, the difference in having a happy ending is dependent on the generosity of others.

TRANSFORM THEIR STORY

Most people think of the YMCA as a great place to work out or swim, but it is so much more. Just ask Isaiah, Deanea, Mahogany or any one of the people that have had their story transformed at the YMCA. The YMCA is providing them and **more than 50,000 people in Western North Carolina** a place where they can learn, play, and grow through programs and activities that build valuable skills, confidence, and self-esteem.



The Strong Kids Campaign provides support making it possible for the children, families, and individuals facing economic, medical and emotional hardships to participate in YMCA programs that might not otherwise be available to them.

In 2009, **more than 3,900 people** received financial assistance or scholarship. For all program subsidies and support, the **YMCA provided a total of \$1.88 million** for those in need during the worst economic recession since the Great Depression.

It is a common misconception that membership and program revenue solely fund programs and access for those in need. It is actually your contribution that ensures that the YMCA has the ability to serve those less fortunate in our community. **Every dollar raised goes directly to those who need it most.**

Your contribution can **TRANSFORM THEIR STORY INTO A GREAT FUTURE.**

A GREAT FUTURE

Whether the future holds a robust economy, or leaner times ahead, we know that **healthy spirit, mind, and body** will give anyone the **strength** they need to be at **their best**. Unfortunately, some of our neighbors are struggling despite their best efforts to lift themselves up. We ask that you please give generously to ensure children and families in our community can share the YMCA experience.

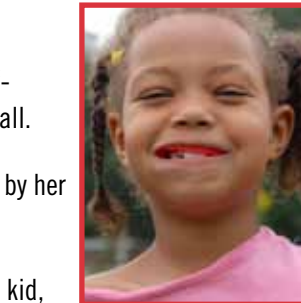
Your gift of:

\$100 27¢ a day will **teach Brian**, a shy and clumsy youth, self-discipline, self-esteem, and self-worth through basketball.

\$200 55¢ a day will **tutor Sally**, a high-risk child being raised by her grandparents, for six days in Project Rise.

\$500 \$1.37 a day will **provide Roberto**, a bright rambunctious kid, two months of value-based afterschool programs.

\$1,000 \$2.74 a day will **guide 72 high school freshmen**, through their first trying year of peer pressure and teen angst, into their first exciting year as confident young men and ladies.



For more information contact
your local branch or
Dana Davis
Director of Financial Development
828-210-9656
ddavis@ymcawnc.org

Return your pledge to a branch or mail to: YMCA of Western North Carolina • 53 Asheland Avenue, Suite 105 • Asheville, NC 28801