



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



GIVE FOR A BETTER US

ANNUAL CAMPAIGN

YMCA OF CATAWBA VALLEY

www.ymcacv.org/ways-to-give



The Y –
For a Better US

US: is a Promise

The YMCA of Catawba Valley is a place of community and growth for all. When we are faced with times that the power of **US** is in doubt, we must do all we can to build and strengthen those necessary bonds within our community. We at the Y are determined to help continue to foster those bonds.

We strive everyday to build **US** through programs which nurture, inspire, nourish, encourage, connect, heal and teach our kids, adults, seniors and families. These efforts help build our community of **US**.

We cannot do it without your help. We count on the generosity of our donors to make a better **US possible.**

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When I first started I was 600lbs. Since I've been coming here, I've gotten down to 472lbs. These people here are family to me. I look forward to coming here. Without the people that help the Y and help me to get ahead in life...I'm thankful for those people who donate to the Y. Words can't describe how I feel about this place. I'm sorry I get emotional.
It's home.

~John Applegate

YOUTH POTENTIAL & ACADEMIC SUCCESS

The YMCA of Catawba Valley realizes that the prosperity and growth of our community relies on the success and nurturing of our children. Understanding that not all children have what they need to always succeed and thrive, we always offer positive experiences with great role models, which promote academic success, develop healthy habits, and build strong self-esteem.

Your gift helps us inspire kids through programs which promote growth and development, including:

SUMMER CAMP & AFTER SCHOOL

The YMCA of Catawba Valley provides positive role models in a safe place to learn and grow. During the summer, we welcomed 330 campers. We also had 423 children engage in after-school and before-school care during the academic year.

YMCA OF CATAWBA VALLEY CHILDCARE

We believe each child should be given every opportunity to reach their God-given potential, and learning should be FUN! Our curriculum includes a variety of daily activities to introduce and reinforce basic skills, through planned play and spontaneous learning opportunities. We provide the highest quality care available to the children enrolled in our programs at the Hickory and Conover locations. We offer a safe, loving and physical environment where constructive growth experiences can take place. We strive to meet the total needs of the child: physical care, emotional development, social interaction, intellectual stimulation and spiritual growth.



COMMUNITY HEALTH CHALLENGES

Chronic health struggles are on the rise, including Type 2 diabetes, obesity, stroke, heart disease, cancer and other conditions. We at the Y are committed to helping people understand the risks of these issues, and we provide the support needed to combat chronic disease, improve activity, and lead healthier, more enjoyable lives.

Your gift helps change the outcome for people facing health issues through inclusive, impactful programs, including:

ACTIVE OLDER ADULTS (55+ YEARS)

At the YMCA of Catawba Valley we help senior members of our community avoid isolation by bringing them together

to share in common interests like walking, water exercise, wellness workshops, creative arts activities, outings and Christian fellowship.





LIVESTRONG AT THE YMCA

LIVESTRONG at the YMCA is a small-group program developed and established in partnership with the **LIVESTRONG** Foundation. Its goal is to assist those who are living with, through, or beyond cancer to strengthen and encourage their spirit, mind and body.

Throughout the 12-week program, participants work with Y staff trained in supportive cancer care to safely achieve their goals, such as building muscle mass and strength, increasing flexibility and endurance; and improving confidence and self-esteem. **LIVESTRONG** at the YMCA has served more than 30,000 cancer survivors in more than 400 communities across the nation.

DIABETES PREVENTION PROGRAM

With Type 2 diabetes on the rise, the YMCA's Diabetes Prevention Program helps adults at high risk of developing the disease adopt and maintain healthy lifestyles by exploring healthier diets, increased physical activity, and working towards effective weight loss in order to reduce their chances of developing the disease. This small-group program consists of 25 one-hour sessions delivered over the course of a year by a trained lifestyle coach.

DROWNING PREVENTION

Three children die each day from drowning, with a shocking 88% of youth drowning incidents occurring under adult supervision. That's why teaching children how to be safe in and around water is a very important necessity. At the Y, we are committed to preventing drowning by giving all kids the opportunity to learn the life-saving skill of swimming.

Your gift helps us save lives through our high-impact programs, including:

SWIM LESSONS

At the YMCA of Catawba Valley, we teach 983 kids the life-saving skills of swimming each year. We accomplish these drowning prevention programs through partnerships with the City of Hickory and the City of Conover. YMCA swim lessons save lives.

SAFETY AROUND WATER

Safety around water is the Y's on-site water safety program, which works with low-income youth living in local apartment communities where pools are often without lifeguards. The 8-session course, taught by certified YMCA swim instructors

and lifeguards, teaches children the basic water safety and swimming skills which reduce their risk of drowning, and give them confidence in and around water.



ACCESS & BELONGING FOR ALL

At the YMCA of Catawba Valley, our doors are open to all. We offer a place for belonging, relationship-building and celebrating the uniqueness of every individual. Our inclusive network of support helps people from all walks of life find the encouragement and tools they need to thrive, regardless of age, ethnicity, ability or income.

Your gift helps us ensure access and community for all through high-impact programs that change lives, including:

FINANCIAL ASSISTANCE

Our Y is committed to serving those in greatest need. Through the generosity of our donors, we are able to provide nearly \$1,545,831 in financial assistance for membership access and program participation. We give life-changing Y programs and services to those who need us most in Catawba County.

YMCA COMMUNITY UNITY

YMCA Community Unity (or CommUNITY) is focused on bringing our neighbors together in a shared commitment by creating a more inclusive, welcoming and united community

COMM-UNITY

through a variety of events, initiatives and partnerships.



WHERE YOUR DONATION GOES

Generous contributions transform the lives of children, adults and families in our community. Here are some examples of how a gift can have an immediate, life-changing impact.

\$ 50

Will give a child the opportunity to learn water safety and swimming.

\$ 80

Will allow a child the opportunity to participate in one season of youth sports.

\$ 125

Allows one teen the experience of Leaders-In-Training camp for one week.

\$ 150

Sends a child to summer day camp filled with swimming, crafts, games and other values-based activities for one week.

\$ 250

Provides a sports team with a season of physical fitness and team building skills.

\$ 816

Provides a family with one year's membership, including activities for improved health and new friendships.

\$ 1200

Provides a child with the opportunity to be enrolled in a safe, secure, educationally stimulating child development center for 8 weeks.



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The Y. For a Better US 2022 YMCA Annual Campaign Pledge Card

Every day, the Y supports kids, adults, seniors and families with programs that protect, teach, connect, heal, nourish and encourage. Everything we do helps empower communities and the **US** who live in them to thrive. We can't do it alone. We count on the generosity of our donors to make a better **US** possible. The Y is now...as it has always been...a place of possibility. Your financial commitment makes a strong statement to the community about the value and importance of the YMCA mission.

Total Pledge \$ _____ **Payment Options** (Please choose one):

- ☐ Check/Cash attached (Make all checks payable to YMCA of Catawba Valley)
☐ I plan to make a single payment, send a reminder the month of _____
☐ I plan to make 4 payments by Dec. 31, send 4 reminders beginning _____
☐ I plan to make monthly payments, send monthly reminder beginning _____
☐ I plan to pay by credit card:
Card #: _____ Type _____ Exp. Date _____ Sec Code _____
☐ I plan to give online at www.ymcav.org (click the tab support the Y and select Ways to Give, then click the red Donate Now button)

Recognition Name: _____

Address: _____

Phone: _____ **Email:** _____

Donor Signature: _____ **Date:** _____

2022 Storyteller: _____ **Branch:** _____

Recognition Levels

\$100+ Special Friends
\$250+ Youth Sponsor
\$500+ Youth Patron
\$1200+ Chairman's Roundtable
\$1500+ Tony A. Pope Society
\$2500+ "Chic" Robinson Society
\$5000+ Adrian L. Shuford, Jr. Society

☐ I would like to learn more and plan to include the YMCA of Catawba Valley in my estate plans.

☐ I would like to receive information on the BUILDING STRONG COMMUNITIES INITIATIVE

Contribution receipts will be e-mailed to donors when e-mail addresses are provided.

Thank you for your financial investment in our YMCA family.

We promise to continue our effort to meet the needs of our community.

The Y is for youth development, healthy living and social responsibility.

YMCA of Catawba Valley - Gerry Knox
701 1st Street NW, Hickory, NC 28601
828-324-9622 | www.ymcav.org

Office Use Only: Donor #: _____ TY: _____ Staff: _____

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



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**To learn more about YMCA giving
opportunities, contact the
Financial Development Office
at 828.324.9622**

YMCA of Catawba Valley

701 1st St NW
Hickory, NC 28601
828-324-9622

www.ymcacv.org

LOCATIONS:

Hickory Foundation YMCA
701 1st St NW
Hickory, NC 28601
828-324-2858

Adrian L. Shuford Jr. YMCA
1104 Conover BLVD E
Conover NC 28613
828-464-6130