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FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



TOGETHER, WE CAN CREATE A BETTER US.

2016 Annual Campaign
The Geneva Family YMCA



THE Y. FOR A BETTER US.

The Y. For a better us.

For a better you. For a better community. For a better country.

But when challenges arise, the Y understands what our community needs to do its best. Working with generous donors like you, the Y provides everyone the opportunity to be healthy and thrive, to connect with others, and contribute to a better community. Everything the Y does is in service of making a community - better.

You know the challenges that we face in our community. People of all ages and more children face seemingly insurmountable learning gaps. Families find it difficult to spend time together. People are not connected to their neighbors due to time constraints or simply it is hard to find time to do so. The income gap shrinks, it seems all we do is watch it grow.

THERE'S NEVER BEEN A BETTER TIME TO BUILD A BETTER US

2016 Annual Campaign Pledge Card

Annual Contribution: \$ _____

Name: _____

Address: _____

City/State/Zip: _____

Daytime Phone: _____

To pay by check, make payable to The Geneva Family YMCA and return to 399 William St. Geneva, NY 14456

Charge payment to: MC VISA AX

Name as it appears on card: _____

Account #: _____

Expiration Date: _____ 3 Digit Security Code: _____



The Geneva Family YMCA
399 William St.
Geneva, NY 14456
Phone: 315-789-1616

Giving Levels

Chairman's Club
(over \$1,000)

Bronze Club
(\$100 - \$249)

Gold Club
(\$500 - \$999)

Friend
(Under \$100)

Silver Club
(\$250 - \$499)

All gifts are tax deductible. Thank you for giving.

Saving Lives

On a chilly day last October, a school bus pulled into the Geneva YMCA parking lot. The bus doors slid open and a group of twenty second graders climbed off. Some were excited, some were nervous and a few were scared.

This was the first day of a grant funded, pilot program called **"School to Pool"** that provided second graders in the Geneva City School District with FREE, life-saving swim lessons during their school day. Over the course of several years, Y staff had noted that while the City of Geneva was located at the foot of Seneca Lake, many of Geneva's children did not know how to swim when they came to the Y.

Although many YMCA's throughout the country offer water safety "Splash Weeks", School to Pool is a unique, seven week, swim lesson program offered during the school day.

The main goal of the program was to save children from drowning.

While the goal of the program was critical, the additional results were unexpected and nothing short of amazing. Children who had cried the first day were jumping into instructors arms at the end of the session. A child with special needs, who had refused to change into a suit on his first day and had to be coaxed into the pool area just to sit on the bench, eventually came to subsequent class lessons because the experience was having such a positive effect on him. Teachers reported increases in self-confidence in their classroom. Students behaved and performed better because they didn't want to miss their swim time at the Y. Something extraordinary was happening. Kids were encouraging each other in positives ways and celebrating their successes.

"This has been an amazing opportunity for our kids", West Street school Principal Tricia Budgar said. "Parents have shared how reluctant their kids were at first, but now they come with confidence and smiles. I want to thank the Y for implementing this program."

This School to Pool program is unique. As a Geneva YMCA supporter, we are confident you are proud of our work and the results it has achieved. However, without the continued support of donors like you, programs such as School to Pool would not exist. We respectfully ask that you give to this year's Annual Appeal because your gift makes it possible for the Geneva YMCA to literally save children's lives as well as positively impacting our community in life changing ways. Thank you.



Water Safety Instructor Patrick Hilyer with a second grade School to Pool participant.

GIVE FOR A BETTER US.

YOUTH DEVELOPMENT

All kids deserve the opportunity to discover who they are and what they can achieve, under the guidance of adults who care about them and believe in their potential. We see every interaction with young people as an opportunity for learning and development.

HEALTHY LIVING

Health and well-being are all about Balance. That's why we help people And families build and maintain Healthy habits for spirit, mind And body in their everyday lives. By helping kids, families and seniors From all backgrounds improve their Health and well-being, we build a Stronger community.

SOCIAL RESPONSIBILITY

With our doors open to all, we work every day to connect people from all backgrounds and support those who need us most. We take on the most urgent needs in our community and inspire a spirit of service in return. Our members, volunteers, supporters and staff give back together.