

## 2023 Annual Giving Campaign: GIVING FOR GOOD



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Our Y is happy to celebrate 96 years strong in our community. From what started out as a small YMCA in Vineland, in 1927, we have expanded to a tri-county Y, serving Atlantic, Cape May and Cumberland counties. The need for our work is greater than ever, and always expanding. This is why we are asking for your **help**.

As we kick-off our 2023 Annual Giving Campaign, I want you to consider the following information:

- How would you handle not having enough money to send your child to summer day camp, so they are not sitting at home all summer?
- If you were living alone and had no outlet for social interaction, where would you go?
- Drowning is the number one cause of death for children ages 1-4. Where would you send your child or grandchildren for swim lessons?

The Y is your answer to all the questions above, but without support from donors like you, these programs can cost a family a lot of money.

Our Y's Annual Giving campaign supports many programs to make them more affordable for all participants. It also supports our "[Y Cares Financial Assistance program](#)" which offers a percentage off of fees for membership and programs.

From summer day camp, to swim lessons, to a Y membership, these programs impact the daily lives of each person who participates. We continually strive to offer these programs for anyone, regardless of their income and can only do that with support from our local community.

**Help us reach our goal of \$75,000** this year with a donation to our Annual Giving campaign. Each child who smiles when arriving at camp, who swims underwater for the first time, or the active older adult who attends the monthly luncheon, will greatly thank you.

Sincerely,

YMCA Board Member